

Logon

*** It is now 2/28/09 9:41:08 AM ***

Welcome to DialogLink - Version 5 Revolutionize the Way You Work!

New on Dialog

Order Patent and Trademark File Histories Through Dialog

Thomson File Histories are now available directly through *Dialog*. Combined with the comprehensive patent and trademark information on *Dialog*, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in the following patent and trademark databases, a link to an online order form is displayed in your search results, saving you time in obtaining the file histories you need.

Thomson File Histories are available from the following *Dialog* databases:

- CLAIMS/Current Patent Legal Status (File 123)
- CLAIMS/U.S. Patents (File 340)
- Chinese Patent Abstracts in English (File 344)
- Derwent Patents Citation Index (File 342)
- Derwent World Patents Index (for users in Japan) (File 352)
- Derwent World Patents Index First View (File 331)
- Derwent World Patents Index (File 351)
- Derwent World Patents Index (File 350)
- Ei EnCompassPat (File 353)
- European Patents Fulltext (File 348)
- French Patents (File 371)
- German Patents Fulltext (File 324)
- IMS Patent Focus (File 447, 947)
- INPADOC/Family and Legal Status (File 345)
- JAPIO - Patent Abstracts of Japan (File 347)
- LitAlert (File 670)
- U.S. Patents Fulltext (1971-1975) (File 652)

- U.S. Patents Fulltext (1976-present) (File 654)
- WIPO/PCT Patents Fulltext (File 349)
- TRADEMARKSCAN - U.S. Federal (File 226)

DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Log On Msg

*** ANNOUNCEMENTS ***

*** FREE FILE OF THE MONTH: World News Connection (WNC), FILE #985

Each month Dialog offers an opportunity to try out new or unfamiliar sources by offering \$100 of free searching (either DialUnits or connect time) in one specific file. Output and Alerts charges are not included. For more details visit: <http://www.dialog.com/freefile/> and then take a moment to get familiar with another great Dialog resource.

*** "Thomson File Histories" are now available directly through Dialog in selected patent and trademark files. Combined with the comprehensive patent and trademark information on Dialog, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in one of the patent and trademark databases, a link to an online order form is displayed

in your search results, saving you time in obtaining the file histories you need. See HELP FILEHIST for more information about how to use the link and a list of files that contain the link.

NEW FILE

***File 651, TRADEMARKSCAN(R) - China. See HELP NEWS 651 for details.

RESUMED UPDATING

***File 523, D&B European Financial Records

RELOADS COMPLETED

***Files 154&155, MEDLINE(R)

***File 227, TRADEMARKSCAN(R) - Community Trademarks

FILES RENAMED

***File 321, PLASPEC now known as Plastic Properties Database

FILES REMOVED

***File 388, PEDS: Defense Program Summaries

***File 588, DMS-FI Contract Awards

>>>For the latest news about Dialog products, services, content<<<
>>>and events, please visit What's New from Dialog at <<<
>>><http://www.dialog.com/whatsnew/>. You can find news about <<<
>>>a specific database by entering HELP NEWS <file number>. <<<

? Help Off Line

* * *

Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS0040132

? B 15, 9, 610, 810, 275, 476, 624, 621, 636, 613, 813, 16, 160, 634, 148, 20, 35, 583,
65, 2, 474, 475, 99, 256, 635, 570, PAPERSMJ, PAPERSEU, 47

>>>W: 476 does not exist

1 of the specified files is not available

[File 15] ABI/Inform(R) 1971-2009/Feb 26
(c) 2009 ProQuest Info&Learning. All rights reserved.

[File 9] Business & Industry(R) Jul/1994-2009/Feb 26
(c) 2009 Gale/Cengage. All rights reserved.

[File 610] Business Wire 1999-2009/Feb 27
(c) 2009 Business Wire. All rights reserved.
**File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire . All rights reserved.

[File 275] Gale Group Computer DB(TM) 1983-2009/Feb 02
(c) 2009 Gale/Cengage. All rights reserved.

[File 624] McGraw-Hill Publications 1985-2009/Feb 27
(c) 2009 McGraw-Hill Co. Inc. All rights reserved.

[File 621] Gale Group New Prod.Annou.(R) 1985-2009/Jan 26
(c) 2009 Gale/Cengage. All rights reserved.

[File 636] Gale Group Newsletter DB(TM) 1987-2009/Feb 06
(c) 2009 Gale/Cengage. All rights reserved.

[File 613] PR Newswire 1999-2009/Feb 28
(c) 2009 PR Newswire Association Inc. All rights reserved.
**File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 16] Gale Group PROMT(R) 1990-2009/Feb 06
(c) 2009 Gale/Cengage. All rights reserved.
**File 16: UD/banner does not reflect last processed date*

[File 160] Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group. All rights reserved.

[File 634] San Jose Mercury Jun 1985-2009/Feb 26
(c) 2009 San Jose Mercury News. All rights reserved.

[File 148] Gale Group Trade & Industry DB 1976-2009/Feb 11
(c) 2009 Gale/Cengage. All rights reserved.
**File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 20] Dialog Global Reporter 1997-2009/Feb 28
(c) 2009 Dialog. All rights reserved.

[File 35] Dissertation Abs Online 1861-2009/Jan
(c) 2009 ProQuest Info&Learning. All rights reserved.

[File 583] Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 Gale/Cengage. All rights reserved.
**File 583: This file is no longer updating as of 12-13-2002.*

[File 65] Inside Conferences 1993-2009/Feb 26
(c) 2009 BLDSC all rts. reserv. All rights reserved.

[File 2] INSPEC 1898-2009/Feb W4
(c) 2009 Institution of Electrical Engineers. All rights reserved.
**File 2: Despite the gap in 2009 updates, the file is complete.*

[File 474] New York Times Abs 1969-2009/Feb 28
(c) 2009 The New York Times. All rights reserved.

[File 475] Wall Street Journal Abs 1973-2009/Feb 27
(c) 2009 The New York Times. All rights reserved.

[File 99] Wilson Appl. Sci & Tech Abs 1983-2009/Dec
(c) 2009 The HW Wilson Co. All rights reserved.

[File 256] TecInfoSource 82-2009/May
(c) 2009 Info.Sources Inc. All rights reserved.

[File 635] Business Dateline(R) 1985-2009/Feb 26
(c) 2009 ProQuest Info&Learning. All rights reserved.

[File 570] Gale Group MARS(R) 1984-2009/Feb 09
(c) 2009 Gale/Cengage. All rights reserved.

[File 387] The Denver Post 1994-2009/Feb 27
(c) 2009 Denver Post. All rights reserved.

[File 471] New York Times Fulltext 1980-2009/Feb 28
(c) 2009 The New York Times. All rights reserved.

[File 492] Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers. All rights reserved.

**File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.*

[File 494] St LouisPost-Dispatch 1988-2009/Feb 27
(c) 2009 St Louis Post-Dispatch. All rights reserved.

[File 631] Boston Globe 1980-2009/Feb 25
(c) 2009 Boston Globe. All rights reserved.

[File 633] Phil.Inquirer 1983-2009/Feb 27
(c) 2009 Philadelphia Newspapers Inc. All rights reserved.

[File 638] Newsday/New York Newsday 1987-2009/Feb 27
(c) 2009 Newsday Inc. All rights reserved.

[File 640] San Francisco Chronicle 1988-2009/Feb 26
(c) 2009 Chronicle Publ. Co. All rights reserved.

[File 641] Rocky Mountain News Jun 1989-2009/Jan 16
(c) 2009 Scripps Howard News. All rights reserved.
**File 641: This file has ceased updating*

[File 702] Miami Herald 1983-2009/Feb 28
(c) 2009 The Miami Herald Publishing Co. All rights reserved.

[File 703] USA Today 1989-2009/Feb 26

(c) 2009 USA Today. All rights reserved.

[File 704] (Portland)The Oregonian 1989-2009/Feb 26

(c) 2009 The Oregonian. All rights reserved.

[File 713] Atlanta J/Const. 1989-2008/Dec 28

(c) 2009 Atlanta Newspapers. All rights reserved.

[File 714] (Baltimore) The Sun 1990-2009/Feb 26

(c) 2009 Baltimore Sun. All rights reserved.

[File 715] Christian Sci.Mon. 1989-2009/Feb 27

(c) 2009 Christian Science Monitor. All rights reserved.

[File 725] (Cleveland)Plain Dealer Aug 1991-2009/Feb 27

(c) 2009 The Plain Dealer. All rights reserved.

[File 735] St. Petersburg Times 1989- 2009/Feb 25

(c) 2009 St. Petersburg Times. All rights reserved.

[File 477] Irish Times 1999-2009/Feb 27

(c) 2009 Irish Times. All rights reserved.

[File 710] Times/Sun.Times(London) Jun 1988-2009/Feb 13

(c) 2009 Times Newspapers. All rights reserved.

[File 711] Independent(London) Sep 1988-2006/Dec 12

(c) 2006 Newspaper Publ. PLC. All rights reserved.

**File 711: This file does not update. See NewsRoom for full daily coverage from many European sources.*

[File 756] Daily/Sunday Telegraph 2000-2009/Feb 27

(c) 2009 Telegraph Group. All rights reserved.

[File 757] Mirror Publications/Independent Newspapers 2000-2009/Feb 28

(c) 2009. All rights reserved.

[File 47] Gale Group Magazine DB(TM) 1959-2009/Feb 16

(c) 2009 Gale/Cengage. All rights reserved.

? S AU=(namba, t OR namba t? OR takaaki(2N)namba) OR BY=(takaaki(2N)namba)

>>>W: One or more prefixes are unsupported

or undefined in one or more files.

Input error: Numeric characters expected

0 AU=NAMBA, T

0 AU=NAMBA T?

11 AU=TAKAAKI

0 AU=NAMBA

```
0 AU=TAKAAKI (2N) AU=NAMBA
0 BY=TAKAAKI
0 BY=NAMBA
0 BY=TAKAAKI (2N) BY=NAMBA
```

```
S1 0 S AU=(NAMBA, T OR NAMBA T? OR TAKAAKI (2N) NAMBA) OR BY=(TAKAAKI (2N) NAMBA)
```

```
? S AU=(matsuo, T OR matsuo T? OR takashi (2N) matsuo) OR BY=(takashi (2N) matsuo)
```

```
>>>W: One or more prefixes are unsupported
```

```
or undefined in one or more files.
```

```
Input error: Numeric characters expected
```

```
21 AU=MATSUO, T
0 AU=MATSUO T?
249 AU=TAKASHI
4 AU=MATSUO
0 AU=TAKASHI (2N) AU=MATSUO
1 BY=TAKASHI
0 BY=MATSUO
0 BY=TAKASHI (2N) BY=MATSUO
```

```
S2 21 S AU=(MATSUO, T OR MATSUO T? OR TAKASHI (2N) MATSUO) OR
BY=(TAKASHI (2N) MATSUO)
```

```
? S AU=(higashi, a OR higashi a? OR akio (2N) higashi) OR BY=(akio (2N) higashi)
```

```
>>>W: One or more prefixes are unsupported
```

```
or undefined in one or more files.
```

```
Input error: Numeric characters expected
```

```
2 AU=HIGASHI, A
0 AU=HIGASHI A?
47 AU=AKIO
0 AU=HIGASHI
0 AU=AKIO (2N) AU=HIGASHI
1 BY=AKIO
1 BY=HIGASHI
0 BY=AKIO (2N) BY=HIGASHI
```

S3 2 S AU=(HIGASHI, A OR HIGASHI A? OR AKIO(2N)HIGASHI) OR BY=(AKIO(2N)HIGASHI)

? S AU=(nakahara, T OR nakahara T? OR tohru(2N)nakahara) OR BY=(tohru(2N)nakahara)

>>>W: One or more prefixes are unsupported

or undefined in one or more files.

Input error: Numeric characters expected

6 AU=NAKAHARA, T

0 AU=NAKAHARA T?

0 AU=TOHRU

5 AU=NAKAHARA

0 AU=TOHRU(2N)AU=NAKAHARA

0 BY=TOHRU

0 BY=NAKAHARA

0 BY=TOHRU(2N)BY=NAKAHARA

S4 6 S AU=(NAKAHARA, T OR NAKAHARA T? OR TOHRU(2N)NAKAHARA) OR
BY=(TOHRU(2N)NAKAHARA)

? S AU=(murakami, h OR murakami h? OR hiroki(2N)murakami) OR BY=(hiroki(2N)murakami)

>>>W: One or more prefixes are unsupported

or undefined in one or more files.

Input error: Numeric characters expected

21 AU=MURAKAMI, H

0 AU=MURAKAMI H?

10 AU=HIROKI

1000 AU=MURAKAMI

0 AU=HIROKI(2N)AU=MURAKAMI

0 BY=HIROKI

1 BY=MURAKAMI

0 BY=HIROKI(2N)BY=MURAKAMI

S5 21 S AU=(MURAKAMI, H OR MURAKAMI H? OR HIROKI(2N)MURAKAMI) OR
BY=(HIROKI(2N)MURAKAMI)

? s s1 or s2 or s3 or s4 or s5

0 S1

21 S2

```

        2    S3
        6    S4
       21    S5
S6      50    S S1 OR S2 OR S3 OR S4 OR S5
```

? rd

```
S7      49    RD  (UNIQUE ITEMS)
```

? s pd<20010213

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

>>>W: One or more prefixes are unsupported
or undefined in one or more files.

```
S8    73429009    S PD<20010213
```

? s s7 and s8

49 S7
73429009 S8
S9 37 S S7 AND S8

? s s9 and ((content or misic or song or songs) (5n) (distribution or management))

Processing

Processing

Processing

Processing

Processing

Processing

37 S9
6165538 CONTENT
746 MISIC
1312858 SONG
1086534 SONGS
10167391 DISTRIBUTION
26859270 MANAGEMENT
513228 (((CONTENT OR MISIC) OR SONG) OR SONGS) (5N) (DISTRIBUTION OR MANAGEMENT)
S10 0 S S9 AND ((CONTENT OR MISIC OR SONG OR SONGS) (5N) (DISTRIBUTION OR
MANAGEMENT))

? s s9 and (content or music or song or songs or movie or movies or ((digital or
electronic) (2w) (work or works)))

Processing

Processing

Processing

Processing

Processing

37 S9
6165538 CONTENT
5298381 MUSIC
1312858 SONG
1086534 SONGS
2431426 MOVIE

1433574 MOVIES
6239250 DIGITAL
8646984 ELECTRONIC
25464483 WORK
6592731 WORKS
30977 (DIGITAL OR ELECTRONIC) (2W) (WORK OR WORKS)

S11 1 S S9 AND (CONTENT OR MUSIC OR SONG OR SONGS OR MOVIE OR MOVIES OR
((DIGITAL OR ELECTRONIC) (2W) (WORK OR WORKS)))

? t s11/k/all

11/K/1 (Item 1 from file: 99)
Wilson Appl. Sci & Tech Abs
(c) 2009 The HW Wilson Co. All rights reserved.
...Matsuo, T

Descriptors: ...Nitrate content ;
19960100

? S PD<20020213

Processing

Processing

Processing

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Processing

Processing

Processing

Processing

Processing

>>>W: One or more prefixes are unsupported

or undefined in one or more files.

S12 84106940 S PD<20020213

? s (best or highest or most or closest) (5n) (weight??? or scor??? or grad??? or rank???
or rat???) (5n) (content)

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

19761980 BEST

5067484 HIGHEST

36547222 MOST

663009 CLOSEST

4605182 WEIGHT???

6488547	SCOR???
3821940	GRAD???
5542199	RANK???
29608472	RAT???
6165538	CONTENT

S13 8704 S (BEST OR HIGHEST OR MOST OR CLOSEST) (5N) (WEIGHT???

OR RANK???

OR RAT???) (5N) (CONTENT)

? d s

Set	Items	Description
S1	0	S AU=(NAMBA, T OR NAMBA T? OR TAKAAKI(2N)NAMBA) OR BY=(TAKAAKI(2N)NAMBA)
S2	21	S AU=(MATSUO, T OR MATSUO T? OR TAKASHI(2N)MATSUO) OR BY=(TAKASHI(2N)MATSUO)
S3	2	S AU=(HIGASHI, A OR HIGASHI A? OR AKIO(2N)HIGASHI) OR BY=(AKIO(2N)HIGASHI)
S4	6	S AU=(NAKAHARA, T OR NAKAHARA T? OR TOHRU(2N)NAKAHARA) OR BY=(TOHRU(2N)NAKAHARA)
S5	21	S AU=(MURAKAMI, H OR MURAKAMI H? OR HIROKI(2N)MURAKAMI) OR BY=(HIROKI(2N)MURAKAMI)
S6	50	S S1 OR S2 OR S3 OR S4 OR S5
S7	49	RD (unique items)
S8	73429009	S PD<20010213
S9	37	S S7 AND S8
S10	0	S S9 AND ((CONTENT OR MISIC OR SONG OR SONGS) (5N) (DISTRIBUTION OR MANAGEMENT))
S11	1	S S9 AND (CONTENT OR MUSIC OR SONG OR SONGS OR MOVIE OR MOVIES OR ((DIGITAL OR ELECTRONIC) (2W) (WORK OR WORKS)))
S12	84106940	S PD<20020213
S13	8704	S (BEST OR HIGHEST OR MOST OR CLOSEST) (5N) (WEIGHT???
		OR RANK???
		OR RAT???) (5N) (CONTENT)

? s s12 and s13

Processing

Processing

84106940	S12
8704	S13
S14	3268 S S12 AND S13

? S (direct??? or redirect??? or list??? or display??? or suggest??? or recommend??? or recommendation) (5n) (source or resource or seller or retailer or merchant or supplier) (5n) (BEST OR HIGHEST OR MOST OR CLOSEST) (5N) (WEIGHT??? OR SCOR??? OR GRAD??? OR RANK??? OR RAT???) (5N) (CONTENT or music book)

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

37666341 DIRECT???

213945 REDIRECT???

16571248 LIST???

5200272 DISPLAY???

9036817 SUGGEST???

3676697 RECOMMEND???

1111144	RECOMMENDATION
14772641	SOURCE
4439924	RESOURCE
908865	SELLER
1829859	RETAILER
876516	MERCHANT
3139793	SUPPLIER
19761980	BEST
5067484	HIGHEST
36547222	MOST
663009	CLOSEST
4605182	WEIGHT???
6488547	SCOR???
3821940	GRAD???
5542199	RANK???
29608472	RAT???
6165538	CONTENT
3	MUSIC BOOK

S15 127 S (DIRECT???

OR REDIRECT???

OR LIST???

OR DISPLAY???

OR SUGGEST???

OR RECOMMEND???

OR RECOMMENDATION) (5N) (SOURCE OR RESOURCE OR SELLER OR RETAILER OR MERCHANT OR SUPPLIER) (5N) (BEST OR HIGHEST OR MOST OR CLOSEST) (5N) (WEIGHT???

OR SCOR???

OR GRAD???

OR RANK???

OR RAT???) (5N) (CONTENT OR MUSIC BOOK)

? s s12 and s15

84106940	S12
127	S15

S16 52 S S12 AND S15

? rd

S17 28 RD (UNIQUE ITEMS)

? t s17/free/all

17/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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02234235 83915954

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Born from porn

Word Count: 2957 Length: 6 Pages

Oct 2001

Geographic Names: United States; US

Descriptors: Niche marketing; Pornography & obscenity; Online advertising

Classification Codes: 9190 (CN=United States); 5250 (CN=Telecommunications systems & Internet communications); 7200 (CN=Advertising); 8307 (CN=Arts, entertainment & recreation)

Print Media ID: 28583

17/8/2 (Item 2 from file: 15)

ABI/Inform(R)

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02131132 68592732

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Fun & games

Word Count: 3199 Length: 5 Pages

Feb 1, 2001

Geographic Names: United States; US

Descriptors: Cellular telephones; Computer & video games; Wireless carriers; Many companies

Classification Codes: 8307 (CN=Arts, entertainment & recreation); 8330 (CN=Broadcasting & telecommunications); 9190 (CN=United States)

Print Media ID: 36163

17/8/3 (Item 3 from file: 15)

ABI/Inform(R)

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02066192 60125883

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Checking the B2B foundation

Word Count: 2043 Length: 3 Pages

Sep 11, 2000

Geographic Names: United States; US

Descriptors: Business to business commerce; Technological planning

Classification Codes: 9190 (CN=United States); 5220 (CN=Information technology management); 5250 (CN=Telecommunications systems & Internet communications)

Print Media ID: 15378

17/8/4 (Item 4 from file: 15)

ABI/Inform(R)

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01837672 04-88663

USE FORMAT 7 OR 9 FOR FULL TEXT

How do full-time employees select part-time MBA programs in Hong Kong?

Word Count: 3051

Length: 6 Pages

Spring 1999

Geographic Names: Hong Kong

Descriptors: MBA programs & graduates; Polls & surveys; Statistical analysis; Demographics; Continuing education; Distance learning

Classification Codes: 9179 (CN=Asia & the Pacific); 8306 (CN=Schools & educational services); 9130 (CN=Experimental/Theoretical); 6200 (CN=Training & development)

17/8/5 (Item 5 from file: 15)

ABI/Inform(R)

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01056323 97-05717

USE FORMAT 7 OR 9 FOR FULL TEXT

Additional services

Word Count: 8493 Length: 14 Pages

1995

Geographic Names: US

Descriptors: Infomercials; Service industries; Manycompanies; Directories

Classification Codes: 9190 (CN=United States); 7200 (CN=Advertising)

17/8/6 (Item 1 from file: 9)

Business & Industry(R)

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02542980 Supplier Number: 24986369 (USE FORMAT 7 OR 9 FOR FULLTEXT)

WMF study: Uncertainty looms over wireless multimedia services

September 10, 2001

Word Count: 579

Industry Names: Mobile communications; Telecom services; Telecommunications

Product Names: Radiotelephone communications (481200)

Concept Terms: All market information; Trends

Geographic Names: North America (NOAX); United States (USA)

17/8/7 (Item 2 from file: 9)

Business & Industry(R)

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01987773 Supplier Number: 25473486 (USE FORMAT 7 OR 9 FOR FULLTEXT)
TVKO Packs Hefty Marketing Wallop

October 25, 1999
Word Count: 365
Company Names: TVKO
Industry Names: Broadcasting; Entertainment; Information industry
Product Names: Cable and pay television services (484000)
Concept Terms: All market information; Marketing campaign
Geographic Names: North America (NOAX); United States (USA)

17/8/8 (Item 1 from file: 810)
Business Wire
(c) 1999 Business Wire . All rights reserved.
0967345 BW1043

AZ WAVEPHORE : WavePhore Announces Release of WaveTop Version 2.0

January 25, 1999
Byline: Business Editors/Computer Writers
Word Count: 1082

17/8/9 (Item 1 from file: 275)
Gale Group Computer DB(TM)
(c) 2009 Gale/Cengage. All rights reserved.
02518742 Supplier Number: 76157681 (Use Format 7 Or 9 For FULL TEXT)
Maximizing Your Technology: Brainium Technologies and the Portable Revolution.(Company Business and Marketing)

June , 2001
Word Count: 1982 Line Count: 00168
Company Names: Brainium Technologies--Services
Geographic Codes/Names: 1USA United States
Descriptors: Technology in education; Company services
Event Codes/Names: 360 Services information
Product/Industry Names: 3573082 (Education Computer Systems)
SIC Codes: 3571 Electronic computers
NAICS Codes: 334111 Electronic Computer Manufacturing
File Segment: CD File 275

17/8/10 (Item 2 from file: 275)
Gale Group Computer DB(TM)
(c) 2009 Gale/Cengage. All rights reserved.

02477525 Supplier Number: 70740910 (Use Format 7 Or 9 For FULL TEXT)
Who leads in CM?(Software Review)(Evaluation)

Feb 19 , 2001

Word Count: 875 Line Count: 00084

Company Names: Open Market Inc.--Products; Documentum Inc.--Products; Vignette Corp.-- Products;
BroadVision Inc.--Products; Interwoven Inc.--Products

Geographic Codes/Names: 1USA United States

Descriptors: Software multiproduct review; Document management software; Electronic commerce software; Web authoring software

Event Codes/Names: 350 Product standards, safety, & recalls

Product/Industry Names: 7372412 (Word Processing Software); 7372640 (Electronic Commerce Software);
7372682 (Internet Server Software)

SIC Codes: 7372 Prepackaged software

NAICS Codes: 51121 Software Publishers

Ticker Symbols: OMKT; DCTM; VIGN; BVSN

Trade Names: Content Server 3.5 (Document management software)--Evaluation; Documentum 4i eBusiness Platform 4.2 (Document management software)--Evaluation; Vignette V/5 5.6 (Electronic commerce software)--Evaluation; One-to-One Publishing 1.0 (Web authoring software)--Evaluation; TeamSite 4.5.1 (Web authoring software)--Evaluation

File Segment: CD File 275

17/8/11 (Item 3 from file: 275)

Gale Group Computer DB(TM)

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02393828 Supplier Number: 61830557 (Use Format 7 Or 9 For FULL TEXT)

Jeeves adds metasearch.(Company Business and Marketing)(Brief Article)

May 1 , 2000

Word Count: 149 Line Count: 00016

Company Names: Ask Jeeves Inc.--Services

Geographic Codes/Names: 1USA United States

Descriptors: Company service introduction; Internet/Web search service

Event Codes/Names: 366 Services introduction

Product/Industry Names: 4811525 (Online Search Services & Directories)

SIC Codes: 4822 Telegraph & other communications

NAICS Codes: 51114 Database and Directory Publishers

Ticker Symbols: ASKJ

File Segment: CD File 275

17/8/12 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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02865951 Supplier Number: 73525421 (USE FORMAT 7 FOR FULLTEXT)

Tektronix and Microsoft Unveil Prototype Broadcast-Quality Test and Measurement Tool for Windows

Media Video.

April 23 , 2001

Word Count: 780

Publisher Name: PR Newswire Association, Inc.

Company Names: *Microsoft Corp.; Tektronix Inc.

Product Names: *3825000 (Test & Measuring Equip); 7372000 (Computer Software)

Industry Names: BUS (Business, General); BUSN (Any type of business)

SIC Codes: 3825 (Instruments to measure electricity); 7372 (Prepackaged software)

NAICS Codes: 334515 (Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals); 51121 (Software Publishers)

Ticker Symbols: MSFT; TEK

17/8/13 (Item 2 from file: 621)

Gale Group New Prod. Annou.(R)

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02495271 Supplier Number: 61966997 (USE FORMAT 7 FOR FULLTEXT)

On2.com Inc. Refines Business to Provide Broadband Technology Tools To Internet Enterprises and Web Sites.

May 9 , 2000

Word Count: 644

Publisher Name: PR Newswire Association, Inc.

Company Names: *On2.com

Product Names: *3661276 (Broadband Modems NEC); 4811520 (Online Services)

Industry Names: BUS (Business, General); BUSN (Any type of business)

SIC Codes: 3661 (Telephone and telegraph apparatus); 4822 (Telegraph & other communications)

NAICS Codes: 334418 (Printed Circuit Assembly (Electronic Assembly) Manufacturing); 514191 (On-Line Information Services)

17/8/14 (Item 3 from file: 621)

Gale Group New Prod. Annou.(R)

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01848649 Supplier Number: 54387406 (USE FORMAT 7 FOR FULLTEXT)

WavePhore and General Instrument Announce Plan to Develop Digital Television Information Services.

April 15 , 1999

Word Count: 681

Publisher Name: PR Newswire Association, Inc.

Company Names: *General Instrument Corp.; WavePhore Inc.; WaveTop

Geographic Names: *1USA (United States)

Product Names: *3662000 (Communications Equipment ex Telephone); 7372000 (Computer Software); 8515000 (Research & Development by Class)

Industry Names: BUS (Business, General); BUSN (Any type of business)

SIC Codes: 3660 (Communications Equipment); 7372 (Prepackaged software)

NAICS Codes: 3342 (Communications Equipment Manufacturing); 51121 (Software Publishers); 5417 (Scientific Research and Development Services)
Ticker Symbols: GIC; WAVO

17/8/15 (Item 4 from file: 621)
Gale Group New Prod.Annou.(R)
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01596301 Supplier Number: 48212222 (USE FORMAT 7 FOR FULLTEXT)
Terran Interactive & Sorenson Vision at Macworld Expo: Moscone Center, Booth 747

Jan 6 , 1998
Word Count: 1059
Publisher Name: PR Newswire Association, Inc.
Company Names: *QDesign Corp.; Sorenson Vision Inc.; Terran Interactive Inc.
Event Names: *331 (Product development)
Geographic Names: *1USA (United States)
Product Names: *7372450 (Image Processing Software)
Industry Names: BUS (Business, General); BUSN (Any type of business)
NAICS Codes: 51121 (Software Publishers)

17/8/16 (Item 1 from file: 636)
Gale Group Newsletter DB(TM)
(c) 2009 Gale/Cengage. All rights reserved.
04932822 Supplier Number: 71628878 (USE FORMAT 7 FOR FULLTEXT)

iOra named in UK`s top 25; Elite UK Internet e25 index endorses iOra`s vision, strong business model, and ability to execute.
March 13 , 2001
Word Count: 687
Publisher Name: M2 Communications Ltd.
Company Names: *Iora Ltd.
Industry Names: BUSN (Any type of business); INTL (Business, International)

17/8/17 (Item 2 from file: 636)
Gale Group Newsletter DB(TM)
(c) 2009 Gale/Cengage. All rights reserved.
03480849 Supplier Number: 47175809 (USE FORMAT 7 FOR FULLTEXT)

NMW's ONLINE LAUNCHES - SITES AND SPECIAL CONTENT AREAS
March 3 , 1997
Word Count: 495
Publisher Name: Phillips Business Information, Inc.
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation)

17/8/18 (Item 1 from file: 613)

PR Newswire

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00156547 19990730NYF015 (USE FORMAT 7 FOR FULLTEXT)

ZDNet Ranks Netgrocer on Top Ten Best Practices E-Commerce List; 'Instant Coupons' Win Points for Creativity and Customer Satisfaction

Friday , July 30, 1999 10:00 EDT

Word Count: 340

Company Names: NetGrocer; ZDNet; MWW HOLDINGS LTD

Product Names: ELECTRONIC COMMERCE; INTERNET; COMMUNICATIONS TECHNOLOGIES; COMPUTERS

Event Names: DISTRIBUTION CHANNELS; RETAILING

17/8/19 (Item 1 from file: 16)

Gale Group PROMT(R)

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08031792 Supplier Number: 66705575 (USE FORMAT 7 FOR FULLTEXT)

Barclays takes the gold.(Brief Article)

Oct , 2000

Word Count: 1112

Publisher Name: Lafferty Publications Ltd.

Company Names: *Barclays PLC

Event Names: *850 (Financial analysis); 353 (Product quality)

Geographic Names: *4EUUK (United Kingdom)

Product Names: *6020000 (Commercial Banks); 6020006 (Bank Computer Services); 4811523 (Home Banking Service)

Industry Names: BANK (Banking, Finance and Accounting); BUSN (Any type of business); INTL (Business, International)

SIC Codes: 6020 (Commercial Banks); 6099 (Functions related to deposit banking)

NAICS Codes: 52211 (Commercial Banking); 514199 (All Other Information Services)

Special Features: INDUSTRY; COMPANY

17/8/20 (Item 2 from file: 16)

Gale Group PROMT(R)

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07836681 Supplier Number: 65322235 (USE FORMAT 7 FOR FULLTEXT)

Checking the B2B foundation; E-marketplaces have created too much buzz. Here's how to tell if their technology will live up to their hype.(Industry Trend or Event)

Sept 11 , 2000

Word Count: 1934

Publisher Name: Network World, Inc.
Event Names: *360 (Services information); 010 (Forecasts, trends, outlooks)
Geographic Names: *1USA (United States)
Product Names: *4811520 (Online Services)
Industry Names: TELC (Telecommunications)
SIC Codes: 4822 (Telegraph & other communications)
NAICS Codes: 514191 (On-Line Information Services)

17/8/21 (Item 3 from file: 16)
Gale Group PROMT(R)
(c) 2009 Gale/Cengage. All rights reserved.
06885250 Supplier Number: 57811896 (USE FORMAT 7 FOR FULLTEXT)

TVKO Packs Hefty Marketing Wallop.
Oct 25 , 1999
Word Count: 375
Publisher Name: Intertec Publishing Corporation, A PRIMEDIA Co.
Company Names: *TVKO Div.
Event Names: *240 (Marketing procedures)
Geographic Names: *1USA (United States)
Product Names: *4834000 (Cable Television Services)
Industry Names: BUSN (Any type of business); INTL (Business, International); TELC (Telecommunications)
NAICS Codes: 51321 (Cable Networks)
Special Features: LOB; COMPANY
Advertising Codes: 57 New Products/Services; 79 Promotion

17/8/22 (Item 1 from file: 160)

00842903

Malaysia: The growth of fertilizer nutrient demand will slow should rubber production replace oil palm as the main crop.

November, 1982

17/8/23 (Item 1 from file: 148)
Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rights reserved.
09070168 Supplier Number: 18383276 (USE FORMAT 7 OR 9 FOR FULL TEXT)
World Wide Web indexes and hierarchical lists: finding tools for the Internet.

June , 1996

Word Count: 2776 Line Count: 00224

Special Features: illustration; other

Industry Codes/Names: LIB Library and Information Science; BUSN Any type of business

Descriptors: Libraries--Information services; World Wide Web--Information services; Online catalogs--Analysis;

Data base industry--Services

Product/Industry Names: 8230000 (Libraries); 7375100 (Literature Retrieval Vendors)

Product/Industry Names: 8231 Libraries; 7375 Information retrieval services

File Segment: TI File 148

17/8/24 (Item 1 from file: 20)

Dialog Global Reporter

(c) 2009 Dialog. All rights reserved.

15589799 (USE FORMAT 7 OR 9 FOR FULLTEXT)

IORA: iOra named in UK's top 25; Elite UK Internet e25 index endorses iOra's vision, strong business model, and ability to execute

March 13, 2001

Word Count: 633

Company Names: Bain & Co Inc

Descriptors: Service & Product Use; Company News; Strategy

Country Names/Codes: United Kingdom (GB)

Regions: Europe; European Union; Western Europe

SIC Codes/Descriptions: 5961 (Catalog & Mail Order Houses); 7375 (Information Retrieval Services)

Naics Codes/Descriptions: 45411 (Electronic Shopping & Mail-Order Houses); 514191 (On-Line Information Services)

17/8/25 (Item 2 from file: 20)

Dialog Global Reporter

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11048634 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Netviews - Cracking the indexing holy grail: how to get your site search engine-friendly.

May 17, 2000

Word Count: 737

Descriptors: Marketing; Company News

SIC Codes/Descriptions: 5961 (Catalog & Mail Order Houses); 7375 (Information Retrieval Services)

Naics Codes/Descriptions: 45411 (Electronic Shopping & Mail-Order Houses); 514191 (On-Line Information Services)

17/8/26 (Item 3 from file: 20)

Dialog Global Reporter

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07264238 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Ole to Use Arrowpoint Technology - Regional

September 17, 1999

Word Count: 143

Descriptors: Contracts & New Orders; Company News

Country Names/Codes: United States of America (US) ; Spain (ES)

Regions: Americas; North America; Pacific Rim; Europe; European Union; Mediterranean; Western Europe

SIC Codes/Descriptions: 7375 (Information Retrieval Services)

17/8/27 (Item 1 from file: 635)

Business Dateline(R)

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2148513 71014775

Classwell Learning Group Acquires GlobaLearn; Classwell Teachers' Will Be Able to Travel the Globe With the Integrated GlobaLearn Content

Apr 10, 2001

Word Count: 506

Dateline: Boston Massachusetts

Company Names: Classwell Learning Group, NAICS:514210 611691

GlobaLearn Inc, NAICS:611110

Classification Codes: 8306 (Schools & educational services); 8331 (Internet services industry); 2330 (Acquisitions & mergers)

Descriptors: Online instruction; Acquisitions & mergers

Print Media ID: 12816

17/8/28 (Item 2 from file: 635)

Business Dateline(R)

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2072427 55116451

Best Buy comes out swinging The electronics retailer opens the door of its thoroughly revamped online site, hoping selection and a web of partnerships will eclipse competing sites, such as circuitcity.com, that have been up for months.

Jun 13, 2000

Word Count: 886

Dateline: Eden Prairie Minnesota

Company Names: Best Buy Co Inc, DUNS:02-305-8159, SIC:5722;5731;5734;5944;5946;5999;443111;443112, Ticker:BBY,

Classification Codes: 8390 (Retailing industry); 5250 (Telecommunications systems & Internet communications)

Descriptors: Retail stores; Consumer electronics; Web sites; Online sales

Print Media ID: 7719

? t s17/k/all

17/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...competitors as allies.

Offer service alongside your online products.

Introduce new billing options beyond flat rates.

76 percent of direct revenues from online adult content are still derived from subscriptions. Source: Datamonitor

In June 2001, the most recent reporting period, Jupiter Media Metrix Inc. estimated 31 million people visited an adult content site. This represented 34.7 percent of everyone using the Internet.

"It's not an...

17/K/2 (Item 2 from file: 15)

ABI/Inform(R)

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Text:

...market forces. The aim of the game is to outwit rivals to bring in the best goods at the best profits, and eventually achieve the rank of Merchant Lord.

The Gaming Strategy

Granted, it's tough to offer graphics-rich content over wireless phones with black-and-white displays and small screens. However, game developers say handset limitations are not the only reason today...

17/K/3 (Item 3 from file: 15)

ABI/Inform(R)

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Text:

...supplier's site, which ensures accuracy. Or, if a supplier in multiple e-marketplaces contracts directly for the Requisite catalog

management service, it can update the information once and distribute it to all e-marketsplaces.

Most e-marketplaces can't perform such intense content management for the thousands of items they sell, particularly if they host their own content rather than linking to supplier sites, Staples' Keane says. Manual updates are nearly impossible because manufacturers change their product lines...

17/K/4 (Item 4 from file: 15)

ABI/Inform(R)

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Text:

...punishable offense to place an advertisement containing false or misleading information about the nature and content of such courses.

Both Sevier (1978) and Webb and Allen (1994) suggest that family advice is the most helpful source of information regarding the choice of MBA programs; while Richardson and Stacey (1993) found family advice to rank third. Our findings indicate that this item is the least helpful. The low mean score...

17/K/5 (Item 5 from file: 15)

ABI/Inform(R)

(c) 2009 ProQuest Info&Learning. All rights reserved.

Text:

...6400

FAX 310-247-8431

* John Loucks -- President, Richard Lawson -- Vice President

* Christine Bednar -- Advertising Director

* Electronic Card Systems (ECS), assists merchants in obtaining safe, secure, content-neutral merchant accounts to bill transactions for direct response, telemarketing and mail/telephone order merchants. Some of the most attractive reserve rates and discount fees in the industry.

LITTLE & CO.

54 Stiles Rd.

Salem, NH 03079-4833...

17/K/6 (Item 1 from file: 9)

Business & Industry(R)

(c) 2009 Gale/Cengage. All rights reserved.(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...finding from the study involved specific types of applications. According to the results, location services ranked as the type of application that would likely see the most growth in the coming years. Content provisioning and mobile commerce also ranked high, but entertainment and gaming, which is now a major source of wireless data revenues, ranked markedly low on the list.

Hall said wireless carriers will bear the brunt of nurturing the multimedia market. Once carriers...

17/K/7 (Item 2 from file: 9)

Business & Industry(R)

(c) 2009 Gale/Cengage. All rights reserved.(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...a special Web area at sports.excite.com, beginning Oct. 28, replete with photos, special content, promotional contests and online scoring, the results of which will be announced on TV.

Retailer Best Buy will be showcasing images from the first bout and a tout to purchase the PPV event on high-definition TV displays in all 326 of its stores.

Budweiser, as title sponsor of the fight, will receive...

17/K/8 (Item 1 from file: 810)

Business Wire

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...and

weather; Finance -- providing regularly updated stock information and business news; Sports -- the latest sports scores, information and news; Fun -- the latest samples of games and music, plus comics and

best-seller books lists

; Kids -- entertaining interactive educational content from brand-name, children-oriented providers; Life - the information spot for parents and working women...

17/K/9 (Item 1 from file: 275)

Gale Group Computer DB(TM)

(c) 2009 Gale/Cengage. All rights reserved.

...winner of a gold NewMedia INVISION Award, as well as a Parents' Choice Award for Best Online Children's content, is an online science resource for grade 3-8 students and teachers. Users explore the world of science by engaging in self-directed, interactive science games, lessons, experiments, and animated adventures. Each lesson links to appropriate Web sites...

20010601

17/K/10 (Item 2 from file: 275)

Gale Group Computer DB(TM)

(c) 2009 Gale/Cengage. All rights reserved.

Abstract: ...rankings of products by a research firm and gives opinions of the products from another source. They include Web authoring software document management software and electronic commerce software offerings. The highest ranked product is Open Market's Content Server 3.5 document manager software, however it is suggested that buyers hold back until Open Market's financial situation stabilizes.

Abstract:

20010219

17/K/11 (Item 3 from file: 275)

Gale Group Computer DB(TM)
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...the experiences of millions of Web users to increase the relevancy of search results; Jeeves Directory Search, which draws upon the experience of those who navigate the Open Directory Project for the most relevant results; and Jeeves Compare, a comparison shopping service that ranks 2 million products based on popularity, price and merchant.

The services are designed for portals, content and destination Web sites, and Internet marketplaces. Go2Net Inc., Lycos Europe and Microsoft Corp.'s...

20000501

17/K/12 (Item 1 from file: 621)
Gale Group New Prod.Annou.(R)
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-

...being demonstrated at NAB2001 and incorporates Microsoft Windows Media-formatted streams encoded at various compression rates in a side-by-side display with the original, uncompressed video content. Included in the demonstration are Tektronix human vision difference maps that illustrate variations between the source content and resultant content most perceptible by the human eye. Quality scores for each encoding rate are also provided by the Tektronix prototype software. These results allow streaming media providers to...

20010423

17/K/13 (Item 2 from file: 621)
Gale Group New Prod.Annou.(R)
(c) 2009 Gale/Cengage. All rights reserved.
-

...Internet," said On2.com President and CEO Douglas A. McIntyre. "We want to be the supplier of tools that deliver the highest quality Web experience to broadband users, and many of the companies who will use our products are content providers. Competing with our customers is a clear roadblock to doing business. Rather, displaying their

best work at On2.com, as an example of what our compression technology and ...

20000509

17/K/14 (Item 3 from file: 621)
Gale Group New Prod.Annou.(R)
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-

...and weather; Finance -- providing regularly updated stock information and business news; Sports -- the latest sports scores, information and news; Fun -- the latest samples of games and music, plus comics and best-seller books lists; Kids -- entertaining interactive educational content from brand-name, children-oriented providers; Life -- the information spot for parents and working women...

19990415

17/K/15 (Item 4 from file: 621)
Gale Group New Prod.Annou.(R)
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-

...Terran has exclusive access to several unique features of the codec, such as advanced data-rate control. I strongly encourage developers to use Media Cleaner Pro to achieve the highest quality results."

"The quality of the content is only as good as the compression technology and the parameters used to encode the source material," said Mandy Chan, Marketing Director for QDesign. "QDesign is working closely with Terran to add intelligence and features in Media...

19980106

17/K/16 (Item 1 from file: 636)
Gale Group Newsletter DB(TM)
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-

RDATE:13032001

Basingstoke, UK -- iOra (www.iOra.com), supplier of solutions for managing mobile content, has once again been listed in the elite "e25 league" - the most rigorous e-business index which ranks the UK's hottest internet companies. This latest ranking raises iOra's position in the...

20010313

17/K/17 (Item 2 from file: 636)
Gale Group Newsletter DB(TM)
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-

...York, NY 10036. Martin Nisenholtz, President, 212/597-8092
March 2
Free, Advertising supported. Ad rate: Minimum \$40 CPM
This content area on the New York Times on the Web will include reviews updated daily and weekly. Expanded New York Times best seller lists are planned, as are RealAudio-enabled literary readings from well-known authors.
unGROOM'd, [http...](http://...)

19970303

17/K/18 (Item 1 from file: 613)
PR Newswire
(c) 2009 PR Newswire Association Inc. All rights reserved.

Text:

...the leading nationwide on-line grocery and drugstore supercenter, announced today that ZDNet, a leading source for technology and Internet content and commerce, named NetGrocer number six on the 10 Best Practices in E-Commerce list. NetGrocer was ranked among such Internet giants as Amazon, Reel, Outpost, Hallmark and Eddie Bauer. NetGrocer's Instant...

17/K/19 (Item 1 from file: 16)
Gale Group PROMT(R)
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-

...Royal Bank www.rbs.co.uk/
of Scotland

Bank of www.bankofscotland.co.uk/
Scotland

Highest possible total rating: 80points;
content 20points; interactivity 30 points; navigation ten points;
speed ten points; design ten points.

Source: Lafferty Internet Ratings

Barclays took first place in interactivity, content and
design, and were runners up in navigation and speed.

David Bain, director of e-Research for Lafferty Group, said:
"Barclays has taken a clear lead in the...

20001001

17/K/20 (Item 2 from file: 16)
Gale Group PROMT(R)
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-

...supplier's site, which ensures accuracy. Or, if a supplier in multiple
e-marketplaces contracts directly for the Requisite catalog
management service, it can update the information once, and distribute it
to all e-marketplaces.

Most e-marketplaces can't perform such intense content
management for the thousands of items they sell, particularly if they host
their own content rather than linking to supplier
sites, Staples' Keane says. Manual updates are nearly impossible because
manufacturers change their product lines...

20000911

17/K/21 (Item 3 from file: 16)
Gale Group PROMT(R)
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-

...a special Web area at sports.excite.com, beginning Oct. 28, replete with photos, special content, promotional contests and online scoring, the results of which will be announced on TV.

Retailer Best Buy will be showcasing images from the first bout and a tout to purchase the PPV event on high-definition TV displays in all 326 of its stores.

Budweiser, as title sponsor of the fight, will receive...

19991025

17/K/22 (Item 1 from file: 160)

Gale Group PROMT(R)

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...nitrate and ammonium sulphate, and P2O5 in rock phosphate. Rubber uses a relatively balanced NPK ratio with similar nutrient sources to oil palm, but needs only 50 percent the amount applied to oil palm. Urea is the most popular source of nitrogen applied to rice, though the recently developed direct seeded rice may need an NPK ratio with a higher phosphate and potash content to encourage root growth and strengthen tolerance to pests and diseases. Urea will overtake ammonium nitrate and sulphate as the chief source of nitrogen when the 228,000 tons per year N urea plant at Bintulu comes...

17/K/23 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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...and lack of subject analysis, these indexes require a system to filter the records for content. The resulting list displays the resource with the highest score first followed by the additional resources in descending order. The assumption is that the more...

19960600

17/K/24 (Item 1 from file: 20)

Dialog Global Reporter
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-

Basingstoke, UK -- iOra (www.iOra.com), supplier of solutions for managing mobile content, has once again been listed in the elite "e25 league" - the most rigorous e-business index which ranks the UK's hottest internet companies. This latest ranking raises iOra's position in the...

20010313

17/K/25 (Item 2 from file: 20)
Dialog Global Reporter
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...attention. This is where Search Engine News (www.searchengine-news.com), comes in. This online resource has been ranking search engines for years and can tell you the most popular places where people look for web content. Now you should have a nice list of worthwhile sites, together with their harvesting methodology. Just because a site uses a spidering...

20000517

17/K/26 (Item 3 from file: 20)
Dialog Global Reporter
(c) 2009 Dialog. All rights reserved.
(USE FORMAT 7 OR 9 FOR FULLTEXT)

Arrowpoint's web switching technology directs content requests to the closest server available at that moment, regardless of where the user is located and makes switching decisions based on uniform resource locators (URLs) and cookies rather than Internet protocol (IP) addresses, Arrowpoint president and CEO Cheng Wu explained.
By using URLs...

19990917

17/K/27 (Item 1 from file: 635)

Business Dateline(R)

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Text:

...to its partnering spirit and high quality standards, Classwell is quickly becoming one of the most comprehensive and reliable K-12 resources on the Internet. Classwell adds GlobalLearn to its list of teacher-trusted content brands, including Houghton Mifflin, Great Source, McDougal Littell, Riverside, Heath, and Standard Deviants.

Classwell

Classwell Learning Group, based in Boston, Massachusetts, is a resource to improve student learning in grades preK-12. Classwell's online learning service (www.classwell.com) combines tools and curriculum content to help teachers help students. Classwell seamlessly integrates instruction, assessment and teacher training and localizes...

17/K/28 (Item 2 from file: 635)

Business Dateline(R)

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Text:

...site is, the more reason it gives people to buy," said David Cooperstein, a research director at Forrester Research, a Massachusetts Internet research firm. "Content is the one of the main drivers of purchases online, and it's better for the content to come from a validated source, rather than from Best Buy content."

Walden said he hopes the Web site's content will distance it from competitors, which tend to hawk products in a highly promotional way.

Rather, he said, Best Buy wants to build relationships

with its customers, who might prefer to research a product...

? ts17/7/23

17/7/23 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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09070168 Supplier Number: 18383276 (THIS IS THE FULL TEXT)

World Wide Web indexes and hierarchical lists: finding tools for the Internet.

Munson, Kurt I.

Computers in Libraries , v16 , n6 , p54(4)

June , 1996

Text:

The World Wide Web, or simply the Web, offers a rich source of information on a variety of topics. These resources are especially useful for supplementing small libraries' collections. A variety of tools exist to assist librarians in locating resources on the Web. As with other library resources, one must select the right type of tool to find appropriate materials.

The professional library literature on the Web has concentrated on printed subject lists or front-end software, such as browsers. Attention should be turned to the resources available on the World Wide Web that index Web and other Internet resources. Librarians must understand how these indexes are created and how the indexing method differs from that of periodical or bibliographic indexes. In addition, librarians need to understand how to search these tools effectively.

Web Finding Guides

Unfortunately, the Web is perceived as a mass of chaotic, ever-changing information that lacks finding guides. However, we must keep three things in mind. First, the Web is an emerging technology that continues to experience tremendous growth. Second, the Web provides access to gopher and file transfer protocol (ftp) sites besides Web documents - the Web is more comprehensive in its coverage than other Internet resources. Third, the finding guides for Web resources are a very recent

development. Computer scientists are the ones who have undertaken the task of creating Web finding guides.

Librarians, as professionals with a broad base of experience using a variety of finding guides, need to work with the computer scientists to improve these tools. Librarians are well acquainted with many systems for organizing information and for retrieving that information. We need to be proactive in order to improve these resources. The emerging technology of the Web can only benefit from such involvement.

Web indexing differs from traditional indexing in four primary ways. First, the creation of the indexes is automated. Second, the indexes are primarily analytical. Third, the indexes use different methods to sort results. Fourth, the indexes link directly to the resources listed.

Web indexing relies upon computers in a number of ways. First, computers generate these indexes - the Web is too large and changes too frequently for human intervention in indexing. Second, the retrieval systems - the search engines - are based upon existing search utilities in computer programs, especially UNIX. These programs are not specifically designed for the task of searching the Web. Third, many of the indexes try to index as many documents as possible. The goal is comprehensive coverage. This emphasis on computer generation, UNIX-based search utilities, and global coverage produces an index having different characteristics than a traditional periodical index has.

Web indexes are purely descriptive. Unlike bibliographic indexes, the resources listed are not analyzed for content. Web indexing can be seen as roughly analogous to descriptive cataloging. The resources described are not evaluated in any way. Rather, the goal is to catalog the unique features of a resource.

Lycos, one of the largest Web indexes, provides an example of this type of index. The Lycos catalog consists of a database of Web, gopher, and ftp sites. The database includes the document title, headings and subheadings, the 100 most "weighty" words, the first 20 lines of text, size in bytes, and total number of words.(1) In addition, the database uses the words from the document indexed to describe additional documents that are not directly examined.(2) These areas are roughly analogous to fields in a machine-readable (MARC) bibliographic record. These fields provide the access points for the search engine.

These Web indexes use relevancy ranking systems to sort the records retrieved. The relevancy ranking systems compute the number of times the word or words entered in the search appear in the document and divide it by the total number of words in the document.

Given the comprehensive coverage and lack of subject analysis, these indexes require a system to filter the records for content. The resulting list displays the resource with the highest score first followed by the additional resources in descending order. The assumption is that the more times a word occurs in the document the more relevant the document is.

Web indexing can be viewed as automated descriptive cataloging. The indexed resources themselves provide all the available information. Searches are conducted against the unique descriptive markers, analogous to fields, identified. Like a full-text database, these indexes link directly to the resources located. It is left to the searcher to determine if the

resource is worthwhile.

Two Types of Search Tools

Having discussed the creation and information content of Web indexes, we need to examine the types of search tools available. Two types of tools exist: indexes and hierarchical lists. Indexes provide a search engine to access the records. Lycos and Open Text will serve as representative examples of indexes. Hierarchical lists supplement indexing with a classification scheme. Hierarchical lists are represented by Yahoo!.

Web Indexes

Lycos, the catalog of the Web, provides an example of the most common type of Web index. The search engine accesses the massive Lycos database, 91 percent of the Internet.(3) The words entered in the search are checked against the fields of the descriptive cataloging discussed above. A graphical user interface (GUI) menu bar allows for refinement of a search. A user can combine words or select synonyms, adjust the relevancy ranking system, and set the output style for the results. Words can be entered in a string without any Boolean operators. Then the user can select the settings to refine the search.

The Lycos search engine supplies both a Boolean OR and a Boolean AND to limit or expand searches. The default setting is OR. It also allows for Boolean combinations such as "a AND (b OR c)." This is accomplished by selecting "match any two," three, or four, etc. words from the options menu. Unfortunately, a NOT operator is unavailable. The Lycos search engine assumes a search can be refined by adding words. The search engine does not allow for the elimination of words.

Each search in the Lycos search engine is a separate entity. A combination of one search with another is not possible because searches are not stored. Altering a search requires reentering the entire search.

The relevancy ranking system can be adjusted to contract or expand the search. The default setting is "loose." This finds the string of characters entered anywhere within the document. At the other end of the spectrum is the "strong" search. This search finds the character string as a word or as words near each other within the document.

The display of the results can be reset. This option increases or decreases the number of records displayed on a page. It does this by altering the amount of information displayed in the record. For example, the output can be reduced to only the Uniform Resource Locator (URL) and the document title.

The Lycos search engine is primitive in comparison to online search engines or CD-ROM search software. These limitations are imposed by both the design of the search engine and the descriptive nature of the indexing. Lycos provides a small number of simple options to fine-tune a search.

The Open Text index, while similar to Lycos, provides a more robust search engine. Full Boolean operators, adjacency operators, different levels of search complexity, and better ranking control make this a more powerful tool. Greater control is supplied to relate the terms to each other. These options are accessed via an options menu.

The Open Text index of the World Wide Web uses Open Text 5, a commercially available search software package.(4) This software has a number of unique properties. First, it does not exclude stop words. Second,

it indexes every word in every document indexed. Finally, it is multilingual and indexes non-roman character sets. The index relies upon

crawlers, programs that search out additional Web resources, to enlarge the index.

Open Text provides three levels of search control. The default simple search finds an exact phrase, any one of a string of synonyms, or a Boolean OR statement. The power search, when selected from the menu, provides full Boolean operation for up to five words. It offers an expanded search form that includes five spaces for words. Each word can be linked using Boolean logic to the other search terms. The Boolean operators available include AND, OR, NOT, NEAR, and FOLLOWED BY. The search form also allows the searcher to select where the word should appear in the document. The anywhere option is a free-for-all. Otherwise, words can be limited to the document summary, the title, the first heading, or the uniform resource locator (URL). The weighted search adds the ability to adjust the relative importance of the words. While this search form provides greater control over the relationships among search terms, it does not permit linking individual searches together. Each set of results is distinct.

A control system for the relevancy ranking is also provided. This system can rank words according to the number of times they appear in the document. The ranking can also be adjusted by the presence or absence of a word. The ranking can be further refined by selecting where in the indexed fields the word occurs.

Using the weighted search, the relative importance of the words can be ranked by assigning a numeric value. The weights are a decimal value no greater than one. For example, one can say that the word Vikings is more important than the words Denmark or Sweden. The relationship between the words and their relative importance can be defined.

While the Open Text search engine provides far more options to refine a search than Lycos does, these engines are still limited by the content of the databases they search. The descriptive nature of these resources requires a well-defined search strategy. Searchers should use the model of online searching with carefully selected keywords and intensive use of Boolean operators for effective index searching.

Web indexes serve three primary purposes given their search engine design and descriptive nature. First, they serve as union catalogs of Web, gopher, and ftp sites, casting the widest net possible. Therefore, they are useful for determining if resources on a topic exist. For instance, are there any resources on Meso-American archaeology on the Web? Second, indexes assist in finding individual resources. They can help to find a needle in a haystack. For example, does Volvo of North America have a Web page? Third, they identify the URLs of specific resources. What is the address of the Concordia University River Forest gopher? These indexes need to be seen as equivalent to descriptive cataloging. They provide access, not classification.

These indexes are somewhat akin to OCLC. Before EPIC and FirstSearch, the OCLC union catalog could be searched by accessing the MARC fields used for descriptive cataloging. Subject access was not available. Searches had to be very simple.

Hierarchical Lists

Hierarchical lists address the lack of subject access in the indexes. The creators of these lists, such as Yahoo!, perform subject analysis of the resources located. They then assign a location within the list to the resource. This situation is similar to a library. A collection is defined and cataloged. Access is provided by both descriptive and subject cataloging.

A further similarity between hierarchical lists and libraries can be seen in collection size. Unlike the Web indexes, hierarchical lists do not seek global coverage. A collection development policy of sorts exists. Sites are reviewed for content. For example, Yahoo! eliminated the graphical sexual resources from its list because it put too much strain on its servers.(5)

Subject headings, in the traditional sense, are not applied. The subject access used is more akin to classification by call number. Similar resources are grouped together by location within the list. Extensive subdivisions serve to narrow topics. For example, the U.S. Department of the Interior is listed under government: agencies: executive branch: Department of the Interior. The location serves as both a subject heading and a position. The location can be viewed as a call number. It tells where a resource is found. By looking in that location, you can find other like resources. It's the virtual equivalent to scanning the shelves. Resources are listed in a variety of places, too. Therefore, the number of access points is greater.

The hierarchical lists provide a search engine somewhat akin to an online catalog. These search engines are designed to operate the same way as the search engines used in the indexes. The descriptive cataloging used in the hierarchical lists is the same as in the indexes. These search engines access both individual items in the list and the subject classification used within the list.

Searchers can make the best use of the hierarchical lists by using the following method. First, enter some keywords to describe the subject area. Second, scan the resources retrieved by the search. Examine the locations within the list to pinpoint where such documents are located in the list. Then, go to that section or sections of the list.

The hierarchical lists provide subject access to Internet resources. They allow one to locate materials on a given topic. These resources do not serve as union catalogs of the Internet. Rather, their primary goal is subject access. Therefore, "users can make the best use of Yahoo! by browsing its subject headings or by searching broad topics."(6)

Selecting the Proper Tool

The indexes and hierarchical lists available on the Web provide access to the vast body of information available in Web documents, gopher-space, and at ftp sites. These search engines supply powerful if somewhat primitive tools for searching the Internet. Such tools help make sense of the ever-expanding number of resources available. The creation and content of the indexes and hierarchical lists produce finding tools with different characteristics than those of traditional indexes. Keeping these differences in mind and selecting the appropriate finding guide is the key

to locating needed resources.

Select the type of tool that fits best with the question at hand. The indexes, such as Lycos and Open Text, provide search engines for the Internet as a whole. Therefore, these tools should be used to figure out if any resources cover a topic. They are also useful for finding specific addresses or resources.

The hierarchical lists, like Yahoo!, provide both subject analysis of and access to resources. They select a finite but ever-increasing group of resources and classify the resources. These lists are most useful for subject searches.

The design, record contents, and search-engine capabilities of these indexing resources result in databases with different characteristics than traditional indexes. Librarians need to keep two things in mind: the different nature of these indexes and the appropriate type of search strategy for each. When this focus is maintained, electronic indexes serve as effective tools to find Internet resources.

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Set	Items	Description
S1	0	S AU=(NAMBA, T OR NAMBA T? OR TAKAAKI(2N)NAMBA) OR BY=(TAKAAKI(2N)NAMBA)
S2	21	S AU=(MATSUO, T OR MATSUO T? OR TAKASHI(2N)MATSUO) OR BY=(TAKASHI(2N)MATSUO)
S3	2	S AU=(HIGASHI, A OR HIGASHI A? OR AKIO(2N)HIGASHI) OR BY=(AKIO(2N)HIGASHI)

S4 6 S AU=(NAKAHARA, T OR NAKAHARA T? OR TOHRU(2N)NAKAHARA) OR
BY=(TOHRU(2N)NAKAHARA)

S5 21 S AU=(MURAKAMI, H OR MURAKAMI H? OR HIROKI(2N)MURAKAMI) OR
BY=(HIROKI(2N)MURAKAMI)

S6 50 S S1 OR S2 OR S3 OR S4 OR S5

S7 49 RD (unique items)

S8 73429009 S PD<20010213

S9 37 S S7 AND S8

S10 0 S S9 AND ((CONTENT OR MISIC OR SONG OR SONGS) (5N) (DISTRIBUTION OR
MANAGEMENT))

S11 1 S S9 AND (CONTENT OR MUSIC OR SONG OR SONGS OR MOVIE OR MOVIES OR
((DIGITAL OR ELECTRONIC) (2W) (WORK OR WORKS)))

S12 84106940 S PD<20020213

S13 8704 S (BEST OR HIGHEST OR MOST OR CLOSEST) (5N) (WEIGHT??? OR SCOR??? OR GRAD???
OR RANK??? OR RAT???) (5N) (CONTENT)

S14 3268 S S12 AND S13

S15 127 S (DIRECT??? OR REDIRECT??? OR LIST??? OR DISPLAY??? OR SUGGEST??? OR
RECOMMEND??? OR RECOMMENDATION) (5N) (SOURCE OR RESOURCE OR SELLER OR RETAILER OR MERCHANT
OR SUPPLIER) (5N) (BEST OR HIGHEST OR MOST OR CLOSEST) (5N) (WEIGHT??? OR SCOR??? OR GRAD???
OR RANK??? OR RAT???) (5N) (CONTENT OR MUSIC BOOK)

S16 52 S S12 AND S15

S17 28 RD (unique items)

? t s17/7/all

17/7/1 (Item 1 from file: 15)

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Born from porn

Abstract:

Despite the dot-com bomb, adult sites are doing a brisk business due largely to their attention to their budgets. While mainstream dot-coms entered the market with a lot of venture capital money and were not forced to make strict budget decisions, adult content companies are usually self-funded and tight on their purse strings, especially when it comes to marketing. Adult content accounts for 69% of the online content market. And adult sites will lead the content market in 2003 at 58%, according to a

1999 study. Mainstream businesses, meanwhile, are still trying to figure out the basics of e-commerce. Some corporate Web sites are not updated for months or do not even list a phone number. In fact, while doing business on the Web is still a mystery to executives at blue chip companies, purveyors of adult content online have been - and continue to be - at the forefront of e-commerce, often introducing high-tech marketing tactics to the mainstream.

Text:

Look down on adult content sites? Maybe you shouldn't. The marketing tactics that are just now being embraced by mainstream companies got their start in the world of porn. Here's what marketers can learn from the rauchiest companies in America by Kathleen Cholewka * Photo by Jeffrey Weiner

IT'S NOT OBVIOUS that the woman sitting reading a magazine in SMM's reception area is an orgy-loving, high-pitched-squealing, foot-sucking porn star. The big hair, aviator-style sunglasses, and short skirt could adorn a high-level--albeit hipster--sales or marketing executive. But this is no disguise. Brittany Andrews, world renown for her adult films, penchant for fetishes, and adoring online fan base, is a marketing magnate. As CEO of Britco Pictures in Los Angeles, Andrews runs an online adult content queendom with such success she can make the primmest corporate marketer stand at attention and take notes.

In the conference room where she will be interviewed, and at the same time pose for a photo shoot, she assures a reporter that she's a multitasker. "That's fine. I [usually perform sexual acts] while I get photographed," she says, her voice cousin-close to Fran Drescher's, her eyes a catlike green.

It could be that kind of efficiency, at least in part, that propels Andrews's online business onward and upward while most markets remain low. Despite the dot-com bomb, adult sites are doing a brisk business due largely to their attention to their budgets. While mainstream dotcoms entered the market with a lot of venture capital money and weren't forced to make strict budget decisions, adult content companies are usually self-funded and tight on their purse strings, especially when it comes to marketing. "We don't have these huge budgets for promotions, we've learned we had to have a brand, and a plan," Andrews says. All told, Brittany and her fellow adult content purveyors are doing quite well. Adult content accounts for 69 percent of the online content market. And adult sites will lead the content market in 2003 at 58 percent, according to a 1999 study by research firm Datamonitor. Andrews refuses to discuss her revenue, but her fan club site, brittanyandrews.net, gets 10,000 visitors a day. And her niche sites see two million visitors per month.

Mainstream businesses, meanwhile, are still trying to figure out the basics of e-commerce. Some corporate Web sites are not updated for months or don't

even list a phone number.

In fact, while doing business on the Web is still a mystery to executives at blue chip companies, purveyors of adult content online have been-and continue to be-at the forefront of e-commerce, often introducing hightech marketing tactics to the mainstream. Famous marketing gurus may be peddling methods such as viral marketing, per-transaction advertising, and partner programs as cutting edge, but the adult content world has used them for the past six years. "Adult content has led the way on Internet development," says Luke Ford, a writer based in Santa Monica, California, infamous in the pom industry as a muckraker. "They're the only content providers on the Web making money." Techniques, such as pop-up windows, search engine optimization, e-mail marketing campaigns, double opt-in e-mail lists, and of course the more questionable tactics, like spam, fake back buttons embedded in Web browser windows, hidden text tags, and misspelled versions of popular URLs ("Naptster.com" and "Hotmale.com") were all first tried by adult content Web sites.

The reason? All puns aside, they're cheap. Technology is a money-saver. It's no wonder these high-tech marketing practices eventually trickled into use at vanilla e-commerce companies eager to cut costs and justify spending in other areas of the business. And now that the economy has slowed, Andrews says mainstream businesses are even more eager to learn from successful adult-content companies like hers. "Mainstream companies are coming to us for help," she says. "Large Internet service providers are realizing that in order for them to learn how to monetize their traffic they need to pay attention to us." Take a tip from Andrews and check out the following marketing strategies that were born from porn.

Niche and E-aszy

ADULT SITES HAVE always had to be nimble to stay one step ahead of the ever-smarter Web user. In fact, the old trickery of fake back buttons, spam, and pop-up windows, don't work as well as they once did. "The Web user is increasingly savvy," says Adam Grayson, a 21-year-old developer at searchextreme.com, a site that catalogs sex scenes and makes money from referrals and ads. The site is "conservative" with its ads, Grayson says. "We use one banner and no pop ups, no tricks. We're not trying to fool anyone in. People get smarter, it's a Pavlovian thing, and porn fans are smarter than dogs." Many adult sites that used to rely on pop-up screens to attract visitors are using them to advertise for contests or post notices instead. "I use them for apologies if I haven't been able to be at the site for a few days, to keep visitors up-to-date as far as personal communications, when I'm looking for men for videos, and for marketing research," Andrews says.

cashing in on skin

IN THE ADULT CONTENT WORLD, PAID SUBSCRIPTION SITES RUN PROMOTIONS TO ENCOURAGE THE WEBMASTERS OF FREE PORN SITES TO SEND TRAFFIC THEIR WAY. INCREASINGLY WEBMASTERS GET PAID ONLY WHEN THE VISITORS' CREDIT CARDS GET TRANSACTION APPROVAL

But adult sites will continue to draw in paying customers by using high-tech tactics, all the while following the most basic rules of marketing. "We want to create a social currency with our material," says Jim Lillig, vice president of marketing and business development at MrSkin.com, a site that features more than 3,000 porn actresses in its database; a 14-person staff markets its wares to channel partners and develops content. "What is all good marketing and branding? It's creating a buzz over and above what you're selling. We want the watercooler kings, the office know-it-alls to be talking about us." Lillig uses traditional methods of advertising, as well as special Web promos. So far, so good. The site has been mentioned as a favorite by the self-proclaimed King of All Media, Howard Stern.

Indeed, if there's one lesson the online adult content purveyors can teach is this: Know your niche. Adult online sites do a tremendous job of knowing their market and catering to its every desire. Because online business is not dictated by geography, it makes good business sense to be niche oriented, especially if you're not a Wal-Mart or Barnes & Noble. Experts say niches succeed online because customers search them out. And niche businesses are honed to serve one set of products, so they can more efficiently use their resources. "My nickname in the industry is 'The Niche Bitch,'" Andrews says. In addition to renting out her studio for film production and post-production, she runs several sex-laden Web sites that cater to a variety of tastes, such as foot fetishes and gay porn. Andrews makes an effort to communicate with her customers to ask them what they like or don't like via online surveys and polls. That attention to service, rather than simply product, is typical in the adult content world. Andrews creates consumer value by focusing her sites on personal interaction via chat and e-mail with her customers. "It's not an anonymous place. Users get personalized attention," Andrews says. "The kind of consumer we have is paying for the attention they're getting from my girlfriends and me."

Fred Lusky, president of live-sex site Pornication, agrees that a little extra service goes a long way in his industry. "We are very customer-service oriented," Lusky says. "If you e-mail us, you're e-mailed back. Our phone number is on the site, and all of our models have e-mail addresses," he says. For example, Lusky encountered a billing dispute with a customer who had spent \$19,000 with the site. After the error was cleared up, Lusky personally e-mailed him offering a free 15 minutes on the site as an apology. "He e-mailed us back saying, 'Thanks for being a good businessman who treats his customers with respect.' It's the little things like that that matter," Lusky says. He also staffs his site with well-trained models who get paid on commission according to how long they keep the customer on the line. "They get to know their customers well, and those customers will be in their room every time they know their favorite model will be on."

Rewarding loyal customers is also commonplace among adult sites. For example, Andrews satisfies her customers with specials, such as win-a-date

contests, in which they can be a "slave for a day" to one of Andrews's staff. In addition, within her network of Web sites Andrews offers package discounts. A member of one site may get half price off another membership.

Friends and Lovers

OF COURSE CRITICS abound, claiming that the adult world doesn't have a clue about its market, and that porn purveyors blindly throw their pitches at the online community with the hope that something will stick. Indeed, spam is rampant in the adult content arena. "I don't think they know their niche at all," says Dave Murphy, president of Damar Group Ltd., a training firm headquartered in Columbia, Maryland. "Even if you visit an adult site once, you get spam for racially specific-adult ads, and every other type of porn site available even if you never in your life expressed a taste for that. It's kind of like putting ads for Playboy in a sports magazine. Just because I'm a man doesn't mean I want to look at pornography."

However, successful adult-content purveyors on the Internet have to be extra savvy when it comes to tracking where their user traffic travels to and from. After all, it's how they get paid. "They're the best traffic counters," Ford says. "Adult sites are much more exacting in how they deal with their traffic. They know what they want, where it goes, and show some sophisticated reporting in their stats." Perhaps the most useful lesson that adult-content operators have to teach is about how to use referrals. The online community learned early that it's difficult to do business online alone, and that you'll get more out of your

business if you partner with others in the industry. Online adult sites typically engage in affiliate programs, referring their customers to other adult sites and vice versa. "We have a real community," Andrews says. "We give business back and forth to each other all the time."

Partnering with competitors is certainly growing in popularity in mainstream businesses as well. Amazon's affiliates program and Covisint in the automotive industry are two notable examples. "The wild thing about it is your competitors are also your partners," Lillig says. "If you're in the same niche, it works."

Most often Webmasters at less-popular sites partner with larger sites, and are paid when they bring visitors to the larger destination. Most adult sites, all 650,000 of them, are free sites, Lillig says. And while they may not own any content, they tout the content of the major paid sites, and show parts of that content on their sites, "just enough teaser to get people in," Lillig says. The bigger sites run promotions that attempt to get Webmasters to drive traffic to their sites.

But even that business model is evolving at lightning speed, especially because traffic numbers are sometimes misrepresentative of the business. "Some Webmasters can send you a thousand visitors but you're only getting

one sale," Lusky says. More frequently Web site operators only pay Webmasters when the visitors they've referred actually sign up to pay for a subscription or buy a product from those larger sites. And still, increasingly, only converted visitors count. In some cases the Webmaster from a smaller site will not be paid until that customer's credit card is charged.

Adult site operators came up with the pay-per-click, then the pay-per-join models, where Webmasters are paid on the basis of the number of visitors that actually join the site. But most recently the pay-per-productivity model, in which Webmasters send traffic to the partner Web site, and get paid 50 percent of what that traffic buys, is gaining in popularity. Coregistration partnerships work in the same way.

Another aspect of the business where adult online purveyors are ahead of the curve is in billing options. "People in the mainstream only think of selling products online, but there are all sorts of different forms of billing opportunities," Andrews says. For example, there are plain, monthly-subscription models, but there are also the pay-per-minute sites, recurring billing, package billing, and billing opportunities for additional services.

Trends Ahead

NEW TRENDS in online marketing are continuing to emerge in the adult arena. Broadband technology, which promises to deliver better viewing for content, is slowly becoming available to the masses. But adult-site operators are only starting to consider accommodating it. "It's not really justifiable for me to put content available at a higher rate if my audience is not at that level," says Andrews, who tailors her content for users with slower modems. "We did a lot of testing before I put downloads on the site, to make sure we knew what our customers were using."

Lusky agrees. "The average Internet user is still at thirty-three kilobits per second. Why would I spend my time at what's ten percent of our users?"

Another new trend on the way to the adult Web is customization, in which customers will choose what they want to see, when they want to see it. Also, new platforms for viewing adult content are emerging, such as PalmPilots and wireless devices. Adult content purveyors like Andrews,

Lillig, and Lusky are keeping an eye on video-on-demand, pay-per-view cable television, and interactive television, such as Tivo, for ideas. But they're not too worried about it usurping their market. "There will always be the slugs and couch potatoes that need to be fed," Lillig says.

Just like so many other markets, the porn industry has its share of hard times. In this economic climate even big guys are having trouble keeping their subscriptions up. Some experts claim operators are getting lower sign-ups per visitor. In addition, for the first time ever, some porn purveyors have lowered their referral rates. But insiders like Grayson expect porn sites to be more resilient than other businesses during an economic downturn.

Does "The Niche Bitch" rely solely on her online business for profits? Not a chance. "I want my hand in everything everywhere just in case," Andrews says. She's even going global. As countries with big appetites for porn, such as Japan and Germany, get broadband installed, adult sites will be falling over themselves to deliver content to these countries, Andrews says. She recently signed a deal with I-mode, the Japanese wireless Internet service provider, to feed it content for its wireless customers. Andrews is also acting as a casting agent for I-mode, finding the company new content and catalog items to sell online.

In light of the economic downturn, porn purveyors are hanging tough. "One thing we firmly believe is, never discount sex," says Lusky, who plans to continue raising his prices. "I'm looking to go in reverse to things I haven't tried like television advertisements. Some of my partners are encouraging me to explore traditional methods of marketing."

Of course not everyone sees a bright future for such a seamy business. Writer Ford says that no matter how sophisticated its marketing tactics are, the industry, doomed for its lack of morals, will eventually crumble like Sodom and Gomorrah. He claims the entire adult content industry is more cutthroat than regular business, and will eventually fall victim to its own slimy ways. "They do far more business with each other than other businesses," Ford says. "But they hate each other as much, if not more, than regular businesses. The fundamental problem is when you're trafficking in a morally destructive product, cheating, illegality, and every type of fraud is absolutely rampant. That's the chink in their armor," he adds. "They're all back-stabbing double-dealers," he says.

Andrews quickly puts Ford's railings in perspective. "I totally disagree with that," she says. "But as if that's not true about mainstream businesses."

Visitors to X-rated sites have grown 27 percent, from 22 million to about 28 million, from December 1999 to February 2001, according to Jupiter Media Metrix Inc. (Visitors to regular retail sites were up from 49 million to 55 million.)

Adult content accounts for 69 percent of the online content market, according to a 1999 study by research firm Datamonitor. And adult sites will lead the content market in 2003 at 58 percent.

the naked truth

ADULT-CONTENT SITES have proven that these marketing tactics work:

Know your niche. Don't try to be all things to all people.

Launch online surveys and polls to quickly check in with your customers.

Use pop-up screens and banners wisely. Instead of bombarding visitors with ads, use them for news updates or promotions.

Explore new platforms for delivering your marketing message, such as wireless and broadband networks.

Foster affiliate programs to expand your business. See your competitors as allies.

Offer service alongside your online products.

Introduce new billing options beyond flat rates.

76 percent of direct revenues from online adult content are still derived from subscriptions. Source: Datamonitor

In June 2001, the most recent reporting period, Jupiter Media Metrix Inc. estimated 31 million people visited an adult content site. This represented 34.7 percent of everyone using the Internet.

"It's not an anonymous place. The kind of customer we have is paying for the attention they're getting from my girlfriends and me," Andrews says.

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Fun & games

Abstract:

Due to network and device limitations, most wireless games are doomed to be

text-based games with long wait periods in between moves. However, with smart business strategies, carriers can generate successful wireless game offerings. Games designed for today's wireless devices are a far cry from the action-packed games available on PCs or Nintendo Game Boy devices. But

despite their simplicity, most are fun, entertaining multiplayer games that encourage players to use their wireless phones. A variety of service providers and the games they offer are discussed.

Text:

Carriers need a robust game offering to entice the consumer market.

Datamonitor estimates that four out of five mobile-phone users will play wireless games in 2005 in Western Europe and the United States. But what about today? Due to network and device limitations, most wireless games are doomed to be text-based games with long wait periods in between moves. However, with smart business strategies, carriers can generate successful wireless game offerings.

Today's Wireless Games

Games designed for today's wireless devices are a far cry from the actionpacked games available on PCs or Nintendo Game Boy devices. But despite their simplicity, most are fun, entertaining multiplayer games that encourage players to use their wireless phones.

Sprint PCS separates its games into six categories: action, adventure, casino, classic, puzzles and sports. The carrier has found that of the 29 games it offers, the most popular among its users is Gladiator, an action game where users adopt a character name and a battle cry, then choose different moves to attack opponents.

In January, Verizon Wireless launched its gaming capabilities with Word Trader, the flagship product from Unplugged Games. In this multiplayer game, users are served a list of five words, each of which belongs to a different category. Players try to assemble a hand of five words belonging to the same category by trading words with other players.

Cingular's wireless game strategy is to offer games in line with customer interests. For instance, since many customers who like games also are interested in sports, it offers 3Play at no cost in conjunction with ESPN and Nokia. Users register their mobile numbers on the ESPN Web site. Each day, the names of three athletes are sent via SMS to their handsets.

"Depending on how the three you receive on the handset do in their events that day, you get a ranking of points based on their performance," said Tony Aussin, Cingular director of product development and data products. "People with the most points at the end of the day win."

Although 3Play is the only game Cingular offers, the company is looking into more interactive games that would be played over the Web. It has explored a WAP fantasyfootball initiative with ESPN. "There are a couple investment games that deal with money and numbers and how stocks play that we are looking at," Aussin said.

Pogo.com, known for its success in creating games for the wired Internet (on average, each Pogo.com user plays games for more than 200 minutes per month), recently released three games for the wireless Internet. In Liar's Dice, two players have five hidden dice each, and they try to outbluff each other with increasing values. Players can lie about their holdings, but they lose if someone calls their bluff. Jabberwock requires players to move through a series of caves as they try to capture the Jabberwock while assembling clues from the environment to trap their quarry. Last, Virtual Date is a text-based adventure game that allows players of either sex to simulate a dream (or disaster) date. The three games are available on the Vodafone network in Australia and New Zealand.

NGame has created Alien Fish Exchange, DataClash and Merchant Princes for wireless devices, all three of which are available on Sprint PCS and AT&T PocketNet networks. Alien Fish Exchange combines elements of Pokemon and Tamagotchi with a stock exchange. Players manage a tank of alien fish that need to be fed and cared for in order to encourage them to breed. The aim is to breed 47 different kinds of alien fish. Different species prey upon each other, interbreed and mutate, so regular attention is required to keep various fish stocks balanced and in good health. In DataClash, a fiercely competitive cyberpunk hacking game, players try to break through each others' defenses using a selection of combat programs. Each player has four defense programs. Players can attack anybody else in the game, even if their target is offline. Merchant Princes, a medieval trading game set in Europe, encourages players to trade goods and services, the pricing of which is open to real market forces. The aim of the game is to outwit rivals to bring in the best goods at the best profits, and eventually achieve the rank of Merchant Lord.

The Gaming Strategy

Granted, it's tough to offer graphics-rich content over wireless phones with black-and-white displays and small screens. However, game developers say handset limitations are not the only reason today's wireless games are far simpler than the PC- and TV-based games people have grown to love.

Erick Hachenburg, Pogo.com president & CEO, said his company focuses on the family game market - card, board and casino games - both on the wired and wireless Internet.

"This is not the 'gamer' market, people who play Quake, Ultima, EverQuest and Doom," he said. "It is about games that everyone already knows how to play. People think it takes complex games to get people hooked. It doesn't. People also get hooked on very fun, simple games. Our research shows that 80% of people play these familiar games."

Hachenburg said the "garner" type of games never would have mass appeal because they require a large time investment to learn them and develop characters.

"We realize you can't ask the broad consumer market to invest that time in a game, so when we talk about wireless games, we are thinking familiar, popular types of games," he said. "Our goal is to keep games simple and accessible. You don't want a complex set of rules that you have to learn." But even as wireless devices mature, displaying richer graphics, Pogo.com's mantra will remain, Hachenburg said.

"People play games because they are fun, not because they look cool, so we are very focused first and foremost on game play," he said.

According to Datamonitor, wireless games will mainly address casual gamers. Gaming genres reflect this customer base, with simple games being the most popular games.

"Hard-core gamers will gradually be lured onto this platform once game quality improves with the roll-out of GPRS," the company said.

J. F. Sullivan, AirFlash vice president of marketing, argued that the killer wireless application would marry games such as Diablo to wireless phones. Even though "gamers" would much rather use PCs, wireless gaming still has a place in their lives.

"Those guys still have to get up and go to the bathroom, and they have to go get more Chee-tos," said Sullivan, who mentioned that he is related to many Diablo players. "What you don't want to happen is to lose track of the game while you are getting a Coke and a 14-pound bag of M&Ms. If you play Diablo, and someone would let you do it wirelessly from a PDA, would you pay \$9.95? You had better believe it." In the game Virtual Date from Pogo.com, players go through a variety of different situations, achieving random results.

Greg Costikyan, Unplugged Games chief design officer, agreed that hard-core gamers would rather find a PC to play intense games. However, the broad consumer market also will accept complicated role-playing games if they are built correctly.

"One game we are designing at the moment is intended to be played for months or years at a time, but in little 5-minute sessions so people sign on when and where they wish to do so," he said.

Alex Green, nGame consultant & vice president of business development, noted that although "parlor games" such as poker and blackjack are familiar and fun, it is important to also offer original community-focused games that allow users to compete against other players on the network. Each

nGame game has its own Web page so players can chat about games and view rankings on the Web site. Additionally, giving players a forum has encouraged more play.

"Players typically log on several times a day to preserve their position in the rankings," Green said.

Add to that the fact that games continue with or without the players, and players become even more addicted. For instance, in DataClash, opponents can attack players even if they are not playing the game, so users are incited to play as often as possible. However, before they leave the game, players can set up a defensive program to counteract any attacks that occur while they are offline.

Carriers also should consider offering games that allow users to play the game on multiple platforms. For instance, if a player is knee-deep in a game on the PC but has to leave the house, he could pick up where he left off on a wireless device. By keeping user information on the server side, many game developers allow players to move seamlessly from one device to another.

Pay to Play

Naturally, carriers don't want to encourage consumers to use their networks for hours unless they are making some money. The wired gaming world has proved that once people get hooked on games, they don't mind paying extra to play. Some carriers are charging users by the minute to play games. Others offer gaming for a subscription fee. Several don't charge at all.

According to Datamonitor, sponsoring will be the most lucrative business model in the wireless gaming market. Datamonitor estimates that this model will contribute \$2.7 billion to the market, accounting for 45% of all revenues in 2005.

"Although the subscription business model will only truly begin in 2002, it will prove very lucrative for the market, generating \$1.7 billion, representing 29% of all revenues by 2005," according to the research firm.

Dan Wilinsky, Sprint PCS director of media relations & financial communications, said Sprint PCS offers two types of games, those that are downloaded into the phone and can be played without being connected to the Internet and interactive games that require a wireless Web connection.

Besides DataClash, Merchant Princes and Gladiator, Sprint PCS' interactive games include Buzztime, an interactive sports trivia game, and MysteryNet, an interactive mystery game. Players don't use up minutes as they play downloaded games such as Tic

Tac Toe, but they are charged for minutes of use while they play interactive games.

Hachenburg said carriers need to adopt a business model similar to the cable industry's in order to generate revenue from gaming and encourage innovative game development. For instance, cable companies pay channels to be part of their service so their content will appeal to people and entice them to pay for the service.

"If you want compelling content, you need a business model that encourages production companies to provide that content," he said. "The idea of doing it for free and getting a lot of people using games doesn't encourage a lot of development. We would like to see a model where we are sharing in the additional minutes or the subscription revenue that we are generating."

Unplugged Games' Costikyan added that one advantage wireless offers over wireline is the ability to enable micropayments.

"Having a game where you get to a certain point and you have the opportunity to go up another level by paying a quarter or something like that is another interesting possibility," he said.

Gaming also can generate revenue for carriers and game developers through advertising. Like PC-based Internet games that are free thanks to advertiser support, games built for the wireless Internet enable advertising, too. Costikyan said his company's games start every 30 to 60 seconds. While new players wait to play, they are exposed to ads.

Look to the Future

"It gives us an opportunity to do advertising in a way that is not objectionable to the customer," he said.

Pogo.com also plans to break for commercials in the future, but in the meantime the company plans to offer sponsorship opportunities.

AirFlash's Sullivan pointed out that no one is making money by advertising on wireless games just yet because the user base is not high enough to entice companies to advertise. Advertisers like to see a critical mass of at least several thousand people. In the meantime, Sullivan suggested that U.S. carriers partner with overseas carriers to achieve a wide enough audience to entice advertisers. Or, find a segment of users that will want a particular product and use the time in between games as a direct marketing opportunity.

Blocking Moves

A variety of wireless games is offered today, however if the typical EverQuest or Diablo addict expects fast, graphics-rich gaming on wireless devices, he will be gravely disappointed. Pogo.com's Hachenburg noted that a combination of issues are hindering the consumer adoption of wireless gaming including technical constraints, small screen size, long latency, difficulty of use, poor accessibility, low bandwidth, poor user interfaces and limited graphics.

"Right now every time you want to make a move during a game on a

WAP-enabled phone you have to make a new phone call and send information back," he said. "You do not have an always-on connection on your wireless phone as opposed to having an always-on connection where you can send data and get data back. In broadband networks such as DSL and cable modems, because the connection is always on, people use it more often."

Next-generation wireless technology that enables always-on connections will greatly improve wireless gaming, he said.

NGame's Green added that 3G technology will enable players to play in real time against other users.

"At the moment, you are not playing Doom or Quake where you see someone else who is on another cell phone moving around the screen in real time," Green said. "You can't do that at the moment because of the limitations in bandwidth, and 3G will allow you to play more actionoriented multiplayer games in real time, like Quake." However, many of the issues with wireless gaming are on the device side. Wilinsky said Sprint PCS offers several game-friendly phones with wide screens, but as handset manufacturers add color screens and increase screen size, gaming usage will increase. Besides larger color screens, Wilinsky anticipates upcoming phones to offer better input controls.

"You are almost getting to where the mobile phone is like a junior Game Boy, and as phones progress this year, there will be a more robust line up of games," he said. "We are getting great usage right now, but it boggles the mind to think what kind of usage we will be getting once you get color, graphics and higher speeds."

Device manufacturers are scrambling to develop gamefriendly devices. For instance, Ericsson recently invested \$7 million in Red Jade, a start-up developing next-generation wireless entertainment products with a heavy focus on gaming. Although Red Jade will not disclose details about what the device will look like, whether it will offer color, or whether it will run on CDMA, TDMA or GSM networks, the device "will do everything that you would expect converging technologies from the video game side to the music side to the PDA side to do, together with wireless connectivity," said Fredrik Liliegren, Red Jade president & chief content officer.

"On current devices, the graphical and musical representation and interactivity is so limiting that it is not an interesting experience for the user," Liliegren said. "There is a very wide gap between what you have at your home today and devices that you carry with you. Third generation itself is not the savior unless the initial devices connecting to 3G networks are built the right way. We are building a device that will actually use 3G networks correctly."

Liliegren envisions bigger, color screens, touch screens and better input interfaces for Web surfing, entertainment and games. Developers said adding Java to wireless phones will help turn handsets into gaming machines. Java 2 Micro Edition will enable users to download games

and updates to games onto handsets, as well as allow developers to place richer graphics that move around the screen on handsets.

"It won't be such a static environment," said Unplugged Games' Costikyan. "You can design the interface to support the best possible game experience instead of being stuck with what WML gives us."

Running more code on the client side also reduces the load on the wireless network, which could speed up use, he added.

However, Hachenburg warns that moving gaming applications off of the server and onto phones could cause problems. First, the amount of RAM in handsets is fairly limited, and Java takes up a lot of RAM. Moreover, carriers must be concerned about cheating when offering multiplayer games that run on the handset rather than the server. For example, someone playing slots could write a program that brings up three bars every time.

"If you don't keep stake on the server side, people that are sophisticated can send results that are manipulated and always win," he said. "You have to have a server-based solution that you can put behind a firewall and make sure you control the game, not the user."

NGame shows its TV version of Alien Fish Exchange (left) and the handset version.

On Location

Location-specific games will be one of two main themes that will contribute to an upswing in wireless gaming, according to Datamonitor.

"Linking wireless games to everyday life, notably through location-specific features, will ensure that customers will be more inclined to indulge in gaming," the company said in its report, *Wireless Gaming: Playing on the Move*.

Recently, AirFlash and nGame agreed to develop multiplayer games for wireless devices that are built around users' locations. So far, nGame is evaluating which of six location-based games it should take live. It expects to have its first location-based game available to mobile carriers and portals in 2Q01.

"AirFlash's SmartPhone technology will enable us to create interactive entertainment, which really leverages location-based elements, said Alex Green, nGame consultant & vice president of business development. "For example, you can create a treasure hunt game so you might have to go to a particular location like a McDonald's and get a code, which you can input to show you have been there."

Location-based technology al

lows players to play against other players in the immediate vicinity or from different towns, which could spur microleagues and communities based

on game themes.

J. F Sullivan, AirFlash vice president of marketing, added that game developers can incorporate location technology such as "buddy finders" into their games (with permission from users, of course) to create games of tag and hide-and-seek via wireless handsets.

"In places like malls you could use a game service to pick up your location, and as people come into your area, it sends a message that X is in your proximity," Sullivan said. "Any game that has the Marco Polo or laser-tag genre will be very interesting in the near term, "

Not all game developers are believers in location technology, however. Greg Costikyan, Unplugged Games chief design officer, does not find the case for location-based wireless games such as scavenger hunts very convincing.

"You have to redesign the application for each specific location, so I could do New York and then redesign it for Helsinki," he said. "Also if you are talking about getting users together in the flesh, you run into all sorts of liability issues."

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Checking the B2B foundation

Abstract:

Soon you will not just be deciding which e-marketplace to join but which ones. Start by educating yourself on the technology building blocks of strong e-marketplaces. Zero in on the following building blocks to do a thorough job: the data network, integration software, workflow, the transaction application, administration, security management and value-added services.

Text:

E-marketplaces have created too much buzz. Here's how to tell if their technology will live up to their hype.

Surely the term e-market place has surged passed buzz to become obnoxious rattle. Each day brings dozens more of them. Yet few of the hundreds announced are actually in full operation. Of those that are, many couldn't possibly live up to their own hype.

"It's a world of press releases." describes Kevin Costello, managing partner of Digital Marketplace Solutions, an Arthur Andersen practice in Atlanta. "We get 200 calls a week to come and build a marketplace. Half the time they aren't even at the stage where you can put a system in place. They still need a strategy."

For many, a thoughtless strategy translates into a weak technology platform: The marketplace's many-to-many topology can't absorb a variety of network connection types or handle diverse document types. Contract negotiation and security management don't exist.

Despite such potholes, everyone agrees the e-marketplace will be a business must. Soon, you won't just be deciding which e-- marketplace to join but which ones.

Take PolyOne, a plastics manufacturer in Avon Lake, Ohio. It built an extranet that links SAP R/3 enterprise resources planning inventory and purchasing applications into its top five suppliers' sales and manufacturing ERP system. In doing so, it sliced expenses by millions and halved the average time for order fulfillment to 20 days. Savings have come in many forms, from a 20% reduction in raw materials inventory to elimination of costly human babysitters of purchase orders.

The extranet has been so successful that PolyOne plans on linking to other suppliers' ERP systems, then to its customers' ordering systems and eventually including smaller suppliers in the loop via marketplaces, says Doug Grimm, the company's manager of supplier integration.

Like PolyOne, your company will engage on many forms of business-to-business e-commerce: Extranets for your largest customers and suppliers; e-marketplaces for your smaller ones and for maintenance, repair and

operating equipment. These marketplaces will forge agreements among themselves, indirectly extending your company's online reach even further.

And all of it depends on great technology.

"The 1980s were all about systems integration. In the 1990s it was business integration - making you internal business processes work better. Today it is market integration - making companies talk and work together. There will be exponential benefits in this and exponential pain." Costello says.

A network executive's role is to prevent the pain. By evaluating the infrastructure of an e-marketplace, you'll see if it warrants participation.

Start by educating yourself on the technology building blocks of strong e-marketplaces.

Despite any vendor's promises, no product does it all and never will. A soundly constructed e-marketplace must piece its technology together, along with growing some of its own, says Shirley Foster, vice president of engineering for Buzzsaw.com, a marketplace for the construction industry.

"We partner for the plumbing and then build the differentiation tools ourselves," she says. For instance, Buzzsaw.com uses Ariba's commerce engine, but has built its own project collaboration and bidding applications.

Zero in on these building blocks to do a thorough job: the data network, integration software, workflow, the transaction application, administration, security management and value-added services.

The business-to-business network

The data network is the server, routers, switches and telecommunications. Network executives should easily be able to detect strong from weak in this area. What brands of equipment does the marketplace use? Does it use its own network infrastructure or does it outsource? What fail-safes has the marketplace instituted to ensure a transaction won't be dropped should the network bobble?

The network should be able to handle almost any means of connection - VPNs, HTTP, HTTPS, direct leased line, etc. - as well as any commonly used document type, such as electronic data interchange (EDI), Web forms and applicable XML frameworks. The latter includes that product-specific, such as Ariba's Commerce XML and CommerceOne's XML Common Business Library, and industry-specific, like the computer industry's RosettaNet.

Limited connections and documents should raise red flags, says Mary Hensley, CEO of Artios, a document clearinghouse in Omaha, Neb. At the least, such a marketplace will eliminate trading partners that don't want to invest in the dictated technology. But it also could indicate that the marketplace is short on funds or technology savvy. What's more, if the site has a single big player, then dictated protocols may mean you're looking at one company's supply-chain too masquerading as an e-marketplace, Hensley

adds.

Wide support of protocols in the job of integration services of software. A marketplace may outsource intercompany interaction to a clearinghouse such as Artios. The outsourcing decision is common to exchanges, such as Artios customer EnergyPortal.com, that have a mixture of old-world EDI partners and upstart Web partners.

Integration could also be performed in-house using products such as TIBCO's ActiveExchange, webMethods' B2Bi, Vignette's OnDisplay and Netfish Technologies' XDI System. PiolyOne, Buzzsaw.com and Staples all chose this route via webMethods' software. B2Bi makes a real-time call to another application, instead of batch processing or store-and-forward transfers, says Charles Allen, co-founder and vice president for the Fairfax, Va., vendor. Other integration products use workflow and routing.

A whole new market or just new marketing? Either way, companies are clamoring to bring you B2B exchanges. Are you buying into the idea?

When it marketplace uses integration software. it can grab data from off-network applications. A marketplace could call it shipping firm's back-end system to get rates for an in-progress transaction, for example.

Still, the big role integration software plays is letting participants communicate. If the e-marketplace shouldn't dictate those protocols, you should, says Anne-Marie Keane, e-commerce vice president for retailer Staples, a supplier in multiple marketplaces.

Before committing to a marketplace, Keane first verifies that the site includes a Staples customer that would use the marketplace to purchase its office supplies. This ensures the site will generate revenue for Staples from the get-go. Then she provides the marketplace with a copy of the webMethods' application program interface Staples uses and says, "Here you go. Hook into webMethods and we'll meet you on the other side." If an e-marketplace can't build to Staples' technology standards, Keane won't do business with it.

Competent content

Integration should also be done at the content level, in the form of catalog management. Companies such as Requisite Technology and TPN Register specialize in catalog management service.

"The wrong thing to do with content management is to be passive. Exchanges shouldn't just say to suppliers, 'Give me your content,'" says Chris Beall, chief strategy and corporate development officer for Requisite, in Westminster, Colo.

Instead, a marketplace must ensure that XML tags for content are consistent so search engines are useful. It must tag information specific to the item - a computer printer from one company may need different tags

than a competitive product. Suppliers get angry when a marketplace strips out product-specific information to create a consistent XML style. They think the marketplace is stripping them of their differentiation and beating them up on price.

Catalog management services and software solve this problem. Requisite, for example, hires ontologist, scientists in the field of language structure, to develop XML tagging systems for e-marketplaces. It couples human talent with a sophisticated search engine that takes advantage of the more precise tags for better searches. It can display data hosted on the supplier's site, which ensures accuracy. Or, if a supplier in multiple e-marketplaces contracts directly for the Requisite catalog management service, it can update the information once and distribute it to all e-marketplaces.

Most e-marketplaces can't perform such intense content management for the thousands of items they sell, particularly if they host their own content rather than linking to supplier sites, Staples' Keane says. Manual updates are nearly impossible because manufacturers change their product lines daily.

Staples uses requisite on an extranet it launched in April to serve midsize to large business customers. Requisite ensures that accurate data is sent to all marketplaces in which Staples participates.

Anne-Marie Keane, an e-commerce vice president for Staples, requires e-marketplaces to build to the officer supply retailers technology standards.

"Some buyer-hosted catalogs won't provide users with the Staples shopping experience. They don't allow us to differentiate ourselves. We've spent years organizing categories based on how our customers shop, like putting whiteboards with pens and reminding people they must buy a cable when they buy a printer," she says. "We like supplier-hosted catalogs."

To evaluate a site for good supplier management, ask if it uses the supplier photos and product suggestions. If the e-marketplace hosts its own content, ask how the site will handle changes.

Under contract

Another evaluation point is how the site handles workflow. The biggest factor here is contract negotiation, which is available as software from start-ups such as I-many and Trade.Access. Yet few sites do this critical function well.

At least one e-marketplace user, Procter & Gamble, has taken matters into its own hands. Its Commercial Products Group sells brand-name products, such as Folgers coffee, to businesses, such as food service companies. The commercial products market is larger than retail, but fragmented and filled with small businesses.

This makes it ideal for marketplaces, says Charles Michael, the group's global e-business director. Because this industry operates on contracts, not one-time purchases, Proctor & Gamble will bring online contract negotiation technology with it to the marketplaces it joins. It has licensed Imany's technology to do so, Michael says.

"A lot of the exchanges today focus on auctions and reverse auctions. But that's not how the B2B world operates," he says. "Most commercial markets are contract-oriented."

When using an e-marketplace; participants will negotiate online, and have those messages documented. Once a contract is signed, the e-marketplace needs to ensure that transactions comply with contractual terms, such as rebates and volume-pricing discounts. The e-marketplace can host its own contract negotiation application or, through integration software, tap into those hosted by partners.

Workflow should also include after-contract items such as routing approvals of purchase orders. This may be a capability of a transaction engine or it could be running on its own development platform, such as TradeMatrix by i2 Technologies.

Evaluating a marketplace's transaction engine is much simpler. Most analysts agree that as long as the marketplace is relying on an established player, with many e-marketplace implementations completed, it will handle transactions well. Such vendors include Ariba, CommerceOne, Open Market and Oracle. Even iPlanet (the Sun/Netscape alliance) should eventually make your list of acceptable transaction engines, although its Market Maker software won't ship until later this year.

Needs an admin

Another critical, but often overlooked component, is administration,. says Arthur Andersen's Costello. Ask how the site hands off payments among the buyer, itself and the vendor Likewise, verify that it uses an authentication server for the tricky business of security management (see "Admin oversight," www.nw.fusion.com, DocFinder: 9833).

On top of these six infrastructure items, a site must have value-added services. This is how the site will stay in business.

They could be industry-specific applications, like Buzzsaw.com's bidding application, or they could be logistics handling, such as mating partial orders to fill whole containers for overseas shipping. They could be financial services such as escrow accounts or consolidated payments. Whatever the service, your job is to check to see that it is built securely and reliably.

Finally, work with corporate managers to evaluate an e-marketplace's business goals. These are items such as what type of marketplace model it

follows, its revenue structure, how it differentiates itself from others. Knowing a site's business goals will guide your judgment of its technical ability, says Richard Gordon, vice president of Predictive Systems, a network consulting firm in New York. "Understand the client base. What kinds of products is it selling? Will it be a long or short sales cycle? Will there be lots of transactions or few transactions but big ones?" Gordon says.

By screening infrastructures, you can soften the business-to-business rattle to a soft din.

ONLINE B2B BASICS

HEAD TO OUR BUZZ MINISITE ON NETWORK WORLD FUSION FOR MORE ON HOW TO COPE WITH THE SWELLING E-MARKETPLACE TIDE. YOU'LL FIND:

* A DOWNLOADABLE LIST OF MUST-ASK QUESTIONS ON AN E-MARKET PLACE'S INFRASTRUCTURE. DOCFINDER: 9835

* TIPS ON WHAT TO LOOK OUT FOR IN ADMINISTRATIVE SYSTEMS. DOCFINDER: 9833

* E-BUSINESS DEFINITIONS. DOCFINDER: 9834

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How do full-time employees select part-time MBA programs in Hong Kong?

Abstract:

An explosion of part-time MBA programs in Hong Kong has caused local authorities to exercise some regulation over their legitimacy and content. Most programs use some type of distance learning mode, such as correspondent or electronic course work, contractual lectures with local instructors, or visiting instructors giving intensive lectures or tutorials. A survey shows that university prospectuses followed by suggestions by friends are the principal decision-making factors; advertisements and family advice are least important. Thus, universities participating in this market should provide accessible and informative literature about their programs.

Text:

Purpose of the Study

Hong Kong employees and adult learners seem desirous of obtaining an MBA degree from an overseas university (Lee & Lam, 1994). They prefer part-time studies so that they can attend classes after work. "Unlike postgraduate students in most other countries. . . Hong Kong people are keen to study to equip themselves for promotion and career development - but they don't want to leave their jobs and ruin chances of promotion and stable incomes," according to Leung, a spokesman for the Hong Kong Management Association (Kerr, 1995).

The boom in part-time MBA programs offered in Hong Kong by overseas educational institutions began in the late 1980s. Practically all of these programs use the distance learning mode that includes one or a combination of the following three options: (1) the institutions may send instructions and assessment materials to students by mail. The students may study these materials and correspond with instructors by means of electronic communication; (2) the institutions employ local instructors in Hong Kong to give lectures and tutorials as well as to correct assignments; and (3) the institutions send their own instructors to Hong Kong for two or three weeks to deliver intensive lectures and tutorials.

In 1993, there were more than 50 MBA programs in Hong Kong, including full-time and part-time programs. Some overseas universities had also entered into joint ventures with local institutions to make their programs more attractive (Lee & Lam, 1994).

To successfully market their MBA programs in Hong Kong, some universities have conducted surveys to find out what student consumers want in a part-time program. However, virtually no study has been done to identify the selection criteria used by Hong Kong full-time employees when choosing a part-time MBA program. The purpose of this study was to explore (1) the reasons why full-time employees in Hong Kong pursue a MBA degree; (2) the information sources and criteria that these prospective applicants use to select a MBA program; and (3) the possible links among various background characteristics of the respondents in their reasons for pursuing the MBA degree, and the criteria they use in selecting a suitable program.

Collection of Data

The sample population were full-time employees who had acquired or were able to acquire the appropriate qualifications and working experience to study for a MBA degree. One thousand questionnaires were sent to prospective respondents through three professional bodies in Hong Kong, but only responses from individuals who (1) did not possess a MBA degree, (2) held an undergraduate degree or equivalent qualifications, and (3) had at least two years of work experience were used for further analysis.

The questionnaire had four parts. The first addressed the needed personal data regarding the respondents. The questions in the next three sections were presented in the form of a fivepoint Likert scale and were asked in alphabetical order. The second section asked the respondents to give their reasons for pursuing a MBA program. The eight items in this section were adopted from the work of Luker, Bowers, and Powers (1989) and MacErlean (1993). (These eight items describe various information sources used by students in selecting a MBA program.) The last section had 17 questions requiring respondents to report their preference on a five-point scale regarding criteria used in selecting a MBA program. Questions used in these last two sections were taken from a previous similar study (Panitz, 1955; Parker et al., 1989; Powers, 1988; Richardson & Stacey, 1993; Sekely & Yates, 1991; Webb & Allen, 1994).

Results

Respondents Profile

A total of 262 responses were found to be suitable for further analysis, representing a response rate of 26.2%. Of these, 137 were from females and 125 from males. The majority of respondents (64%) were above 27 years of age and about one-fifth (20.5%) were between 24 and 27 years of age. Just over 7% of the respondents had a master's degree and nearly half (44.4%) were first degree holders. Over 33% of the respondents worked at the supervisory level, 23.5% at the professional level, and 27.3% were at the managerial level. In terms of work experience, 39.6% had more than 10 years, 28% had between six and 10 years, and 24.6% had three to six years. A large proportion of the respondents (61.8%) earned an annual income of HK \$120,000 to \$239,999; 27.8% earned between \$240,000 and \$359,999; and about 10.2% earned less than \$120,000.

Reasons for Pursuing a MBA Degree

Respondents were asked to rate eight reasons for pursuing an MBA. As shown in Table 1, the most important reasons were to remain competitive in the

job market and to attain longterm career objectives, with means of 4.18 and 4.17, respectively. These two reasons were closely followed by personal satisfaction and promotional opportunity, with means of 4.02 and 3.95, respectively.

Helpful Information Sources in Evaluating an MBA Program

Respondents were asked to rate eight items in a list containing information sources that were considered helpful to prospective students in finding out more about MBA programs. The results indicate that the two most helpful sources are prospectuses and published materials (3.95), followed by suggestions given by their friends (3.61). Educational seminars and fairs, educational consultants and agencies, and magazine or journal articles were considered moderately helpful. One finding that appears to be quite different from the literature is family advice, which is considered the least helpful. This finding is contrary to previous studies done in the U.S. (see Table 2)

Criteria Used to Select a MBA Program

Respondents were asked to rate a list of 17 criteria used in selecting a MBA program. The means of five criteria are above four on a fivepoint scale. These are as follows: the institution's reputation (4.25), program curriculum (4.14), tuition and fees (4.08), mode of delivery (4.04), and supporting facilities available in Hong Kong (4.00). Overseas accreditation, a specialized program, program duration, ranking of the institution, professors with doctoral degrees, the presence of international scholars, and application acceptance ratio had mean scores between 3.99 and 3.50 (see Table 3).

Links Between Reasons and Criteria Used by Respondents

To investigate the possible links among the characteristics of the respondents, their reasons for pursuing MBA studies, and their criteria in selecting an MBA program, a factorial analysis was applied to determine any patterns in influential criteria (Schuster, Constantino & Klein, 1988). Once the possible patterns (factors) were established, the Pearson correlation analysis was used to identify the possible zero order correlations among the reason factors and the criteria factors. The Varimax rotation option in the factorial analysis was used to identify possible groupings from the item in the two respective lists. To set a criterion for selecting the items, only those which loaded 0.5 or more were returned. Seven items were found to have a factor loading of 0.5 or above in the list of the reasons for pursuing a MBA degree. For the criteria in selecting a MBA program, only 15 items were found to qualify. Hence, two factors are suggested as reasons and four as criteria, each factor has an eigenvalue greater than 1. Cronbach's reliability coefficients of these four groups of items were obtained and found to be moderately reliable. A label was given to each factor in accordance with the nature of the items grouped in each factor. The names given to the two reason factors were career development and self motivation. The names given to the four criteria factors were institutional status, practical issues, academic quality, and program structure.

The first reason factor, labeled as career development, consisted of the

following items: attaining long-term objectives (with a factor loading of 0.551), remaining competitive in the job market (0.640), improving promotional opportunity (0.753), getting high pay (0.766), and making career change (0.705). The second factor is self motivation and includes two items: status symbol (0.626) and personal satisfaction (0.865). Regarding the criteria factors, program structure had the highest mean score. The two items in this category were program curriculum (0.644) and mode of delivery (0.630). Since this factor consisted of only two items, satisfactory reliability coefficients could not be generated. Institutional status has the next highest mean score and includes local accreditation (0.810), overseas accreditation (0.773), ranking of the institution (0.708), and the institution's reputation (0.639). Practical issues included application acceptance ratio (0.744), program duration (0.693), tuition fees (0.549), employment prospects (0.523), and required GMAT score (0.678). Academic quality included professors with doctoral degrees (0.560), student/faculty ratio (0.688), strength in research (0.811), and presence of international scholars (0.708). Table 4 gives the means, standard deviations, and the alpha coefficients for the six factors just described.

In this study, zero-order correlation analysis was used to identify any possible links among the reasons for pursuing an MBA degree and the selection criteria respondents used as well as their demographic variables. The correlations of the six factors derived from the factorial analysis together with three demographic characteristics including age, work experience, and annual income of the respondents provided some interesting observations (see Table 5). Career development was found to be correlated significantly with self motivation, practical issues, and program structure with respective correlation coefficients of 0.34, 0.49 and 0.28. There was a negative correlation ($r=0.29$) between career development and annual income, while self motivation correlated positively with practical issues ($r=0.40$), academic quality ($r=0.30$), program structure ($r=0.44$), and annual income ($r=0.30$). Again, program structure correlated with practical issues ($r=0.36$) and annual income ($r=0.25$).

Discussion

This study shows that the reasons for pursuing a MBA degree are similar to those found in the study conducted by Luker et al. (1989). Among the eight options in this study, remaining competitive in the job market ranked first. Five of the top six priorities in the reason list were grouped by means of factorial analysis under the common factor labeled career development. This indicates that the majority of the respondents in this survey believed that obtaining an MBA degree could help them progress in their career development, as suggested by Beck and Williams (1989).

(Table Omitted)

Captioned as: Table 1

(Table Omitted)

Captioned as: Table 2

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Captioned as: Table 3

(Table Omitted)

Captioned as: Table 4

In contrast to the survey by MacErlean (1993), higher pay as reason for pursuing an MBA was of lesser importance. Yeaple (1994) conducted a cost-benefit analysis on the average costs and returns in receiving a MBA degree from any of the top 20 universities in the U.S. His study showed that a degree from the first 10 of the top 20 business schools did create value for the recipient. However, the net value for those listed at the bottom of the list was negative. According to Oliver (1993), the pay increase attributed to gaining an MBA has dropped by more than half over the last 10 years, and the drop is expected to continue. Career change, status and family pressure ranked as the least important reasons. These findings are also supported by other authors (Luker et al., 1989; Oliver, 1993).

Among the eight sources of information listed, university prospectuses are considered to be the most helpful. Educational seminars and fairs and educational consultants and agencies also held a relatively high ranking. Seminars and fairs appear to be typical ways used by representatives or local agencies to introduce, promote, and sell their "products." Advertisements were considered as a less helpful information source by respondents in the current study. A possible explanation may be that many Hong Kong readers do not consider these advertisements to be accurate. To further protect the interests of the Hong Kong consumers, the newly passed Non-local Higher and Professional Education Ordinance will impose restrictions on future advertisements relating to distance learning programs. It will be a punishable offense to place an advertisement containing false or misleading information about the nature and

content of such courses.

Both Sevier (1978) and Webb and Allen (1994) suggest that family advice is the most helpful source of information regarding the choice of MBA programs; while Richardson and Stacey (1993) found family advice to rank third. Our findings indicate that this item is the least helpful. The low mean score for family pressure as well as family advice seems to imply that Chinese employees in Hong Kong are relatively independent of their family's influence in decisions regarding graduate level schooling.

Similar to other studies (Bowers & Pugh, 1973; Sevier, 1987; Webb &

Allen, 1994), the current student study lists the institution's reputation as the most important criterion in selecting an MBA program, followed by program curriculum, tuition and fees, and mode of delivery. These results agree with the literature (Byrne, 1993; Miller, 1988), which suggests that curriculum and teaching methods are two of the most important criteria to consider in selecting an MBA program. This view was also endorsed by the former director of the Hong Kong Vocational Training Council in its 1995 Guide to MBA Programs in Hong Kong (Cumbers, 1995). This study also indicates that tuition, supporting facilities, local accreditation, and overseas accreditation hold relatively high ranking positions. These results also correlate positively with other studies (Schuster, Constantino, & Klein, 1988; Parker et al., 1989).

(Table Omitted)

Captioned as: Table 5

It is interesting that all four criteria that were grouped under the label of academic quality, namely, professors with doctoral degrees, presence of international scholars, strength in research, and student/faculty ratio, received relatively low mean scores. This indicates that respondents do not regard the faculty of an academic institution as being directly related to the quality of the advanced degree.

According to the results of zero-order correlations, people who considered career development as an important reason for pursuing an MBA tended to be extrinsically self-motivated. Ideally to them, a good MBA program should

have an excellent reputation, be of good quality, short duration, reasonably low cost, and required GMAT scores that are lower than the average. Therefore, when they choose an MBA program, they consider how easy it is to get in how costly it is, and how long it will take. On the other hand, people with higher income levels tend to be less concerned about career development and have a higher degree of intrinsic motivation. Their primary incentive for desiring an MBA is not to satisfy a need for a better job or higher pay. They would rather select the best schools that offer a program structure and mode of delivery that most suits them.

Recommendations

Future research is recommended using pre- and post-enrollment designs to verify the criteria actually used in choosing a program. The items listed in the survey were based on the experiences collected in previous studies done in the West. Future studies could include factors that are relevant to the Hong Kong situation and to the local people. Future research is also warranted to determine the relative positions of various institutions in satisfying the attributes that influence potential students in their selection of an MBA program.

Universities offering part-time MBA programs in Hong Kong should begin to realize how important various information sources are to students when

selecting a program. Based on the results of this survey, universities should focus on providing accessible and informative documents about the institution and its specific programs. While the program prospectuses and promotional materials are essential, universities could use more guidance from local educational consultants and agencies. In addition, according to the findings of this study, universities should examine the differences in attributes important to a variety of student groups. This could lead to a multiple target-market approach, whereby schools can effectively establish an alternative marketing mix for the various target markets. Business schools should seriously consider how the value of the MBA degree they offer will be perceived to employers of prospective students.

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Los Angeles, CA 90049

310-472-5253

FAX 310-472-6004

* Steven Dworman -- President

* Dr. Robert Cialdini -- Associate

* Steven Dworman & Associates is the premier consulting company in the infomercial industry. Publisher of the industry's "Bible," The Infomercial

Marketing Report, and The Infomercial Sourcebook, with ADWEEK Magazines. SDA proved its expertise in developing producing and supervising the entire backend program for the hit infomercial "Curiosity." SDA can genuinely save you hundreds o thousands of dollars and possibly help you and your company generate millions in this exploding industry. His clients have included both Fortune 500 companies as well as entrepreneurs. In conjunction with his associate, Dr. Robert Cialdini, author of the classic textbook

Influence--The Psychology of Persuasion, SDA will assist you with your entire infomercial campaign from conception through scripting of your inbound 800 calls. We have increased sales response from existing shows by as much as 30% without altering a frame of the actual infomercial.

CREDIT CARD PROCESSING

DATA PROCESSING INT'L, INC.
7000 W. Center Rd., Suite 402

Omaha, NE 68106

800-571-6199

FAX 402-399-8333

* Don Smith -- President Robert Troyer -- Vice President

* Deb Welty -- National Sales Rep., Dale Van Stratten -- Dir. of Sales

* DPI is the leading provider of credit card and payment processing services for the electronic retailing industry. Providing batch and on-line authorization services. Additional services include: re-authorization services, address verification services (AVS) installment/on-going billing options, delayed billing options, electronic check drafting, lettershop services, retrieval request handling, and chargeback support services.

ELECTRONIC CARD SYSTEMS, INC.

9200 Sunset Blvd., Suite 607

Los Angeles, CA 90069
310-724-6400

FAX 310-247-8431

* John Loucks -- President, Richard Lawson -- Vice President

* Christine Bednar -- Advertising

Director

* Electronic Card Systems (ECS), assists merchants in obtaining safe, secure, content-neutral merchant accounts to bill transactions for direct response, telemarketing and mail/telephone order merchants. Some of the most attractive reserve rates and discount fees in the industry.

LITTLE & CO.

54 Stiles Rd.

Salem, NH 03079-4833

603-893-9333

FAX 603-894-5357

* Thomas J. "Tim" Little -- Chairman, Joyce Kellogg

* Little & Co. provides state-of-the-art credit card and electronic check processing with the fastest turnaround time and best chargeback reversal rate in the industry. The direct marketers' first and only full-service payment processor in U.S. and Canadian currencies.

DIRECT MARKETING

CREATIVE DIRECT MARKETING GROUP

1815 W. 213th St., Suite 210

Torrance, CA 90501

310-212-5727

FAX 310-212-5773

* Craig A. Huey -- President

* Since 1972, CDMG has helped over 600 successful companies grow dramatically, and some troubled companies survive, by applying proven principles of direct marketing. They use the concept of database marketing to help many companies in retail, manufacturing, wholesale, and in the service industries worldwide.

FORUM INTERNACIONAL

Estrada da Serra 576, Malveira da Serra

2750 Cascais, Portugal

351-1-487-0056

FAX 351-1-487-0695

* Steve Swanbeck -- President

* Direct response marketing company that introduces American products and commercials to Europe, and European products into North and South America. Forum is managed by marketing specialist Steve Swanbeck, an American living in Europe.

TEMPEST WORLDCOM, INC.

245 Great Neck Rd.

Great Neck, NY 11021

516-482-3100

FAX 516-482-3199

* Diana Espino -- Managing Director

* Tempest Worldcom, Inc. is a direct marketing and telecommunications company specializing in entertainment audiotext services. Tempest works with top software designers and technicians to bring its customers the latest and most innovative audiotext programs available. Tempest has established billing and collection systems. It has developed successful marketing strategies that have positioned the company as a major service

provider in the Hispanic market.

WESTERN SHORES DIRECT

P.O. Box 15615

Vancouver, BC, V6B 5B3 Canada

604-681-4911

FAX 604-687-4990

* Theo Sanidas -- President John Friesen -- Vice President

* Western Shores is a full-service direct marketing company assisting organizations in the Canadian market.

DIRECT RESPONSE PRINT MEDIA

NOVUS MARKETING

601 Lakeshore Pkwy., Suite 900

Minneapolis, MN 55305-5218

612-476-7734

FAX 612-449-6534

* Timothy P. Finley -- Partner

* Paul D. Norell, Damian P. Topousis, Peter J. Levy

* Novus Marketing is the leading direct response print media buying agency in the country providing print planning, buying and post ad analysis for over 45 clients. They deliver to their clients a ROI on the clients' media investment by providing up to 92% off rate card savings in over 500 national consumer magazines and newspapers.

DOG TRAINING

NATIONAL INSTITUTE OF DOG TRAINING

11275 National Blvd.

Los Angeles, CA 90064

310-445-4671

FAX 310-312-1832

* Matthew Margolis -- President

* They are a professional dog training company.

EVENT COORDINATOR

THE ROBBINS GROUP
18425 Burbank Blvd., Suite 506

Tarzana, CA 91356

818-776-1244

FAX 818-776-1174

* Marcia Robbins -- President

* Leslie Proctor, Kristy Barrett, Steven Vanderpool

* Corporate sponsored sports/arts/entertainment/events, galas, parties, fundraisers. Their creative, detail-minded team can design an event and deliver it to perfection. Event coordination and public relations are their specialties.

FINANCIAL SERVICES

E I MOORHEAD BROKERAGE

108 Don Lorenzo Ct.

Aptos, CA 95003
408-685-1148

FAX 408-685-1259

* E. I. Moorhead -- President/CEO, Lee Reiff -- Vice President

* They arrange funding for worthy projects/products.

INTERVAL SYSTEMS

3925 W. Braker Lane

Austin, TX 78759-5321

512-305-0300

FAX 512-305-0306

* William Archibald -- President, Brian Godinez -- VP Sales and Marketing

* Cameron Randolph

* Interval Systems enables any individual, publisher or manufacturer to market their goods and services to an Internet buying community. Interval's software-product offering allows businesses to conduct secure business transactions with credit cards, bank debit and Interval digital cash. Full Internet Web-site design services are also available.

NATIONAL PAPER DRAFT

12521 NE 152nd Ave.

Brush Prairie, WA 98606

800-945-4517

FAX 206-892-5961

* Mark T. Basham -- CEO

* Your customers' world: 75 million consumers without credit cards. Your world: marketing, advertising, and order processing. Their world: interactive voice processing, and Phone Check(TM). They bring these worlds together.

NORTH SHORE AGENCY, INC.

117 Cuttermill Rd.
Great Neck, NY 11021

516-466-9300

FAX 516-466-9391

* Jerry Goodman -- President, David Klein -- Sr. Vice President

* Philip Goodman -- Vice President, Douglas Harpham -- VP Sales & Marketing

* Call today (800) 676-4660 for "Collection results you can bank on!" Ask for a free copy of The Credit Line Credit and Collection Newsletter with collection strategies that will minimize your expense and maximize your collection results. They will customize a program to match your needs and budget.

WATERHOUSE SECURITIES, INC.

100 Wall St.

New York, NY 10005

800-934-4410

FAX 212-785-1636

* Lawrence H. Waterhouse Jr. -- Chairman/CEO

* Randall Miller -- Exec. VP Marketing

* Provides discount brokerage services to the individual investor. At Waterhouse Securities, customers save a straight 70% across the board on stock commissions compared to full priced brokers.

INTERNATIONAL DISTRIBUTION

MACK MEDIA SPECIALTIES, INC.

12225 SW Second St., Suite 200

Beaverton, OR 97005

503-643-5109

FAX 503-643-7487

* Judith E. Mack -- President

* Debra Peterson -- Office Manager

* Customized, intelligent, and responsive media management for domestic and international product distribution, including on-line Internet services.

INTERNET DISTRIBUTION

INTERVAL SYSTEMS

3925 W. Braker Lane

Austin, TX 78759-5321

512-305-0300

Fax 512-305-0306

* William Archibald -- President, Brian Godinez -- VP Sales and Marketing

* Cameron Randolph

* Interval Systems enables any individual, publisher or manufacturer to market their goods and services to an Internet buying community. Interval's software-product offering allows businesses to conduct secure business transactions with credit cards, bank debit and Interval digital cash. Full Internet Web-site design services are also available.

MACK MEDIA SPECIALTIES, INC.

12225 SW Second St., Suite 200

Beaverton, OR 97005

503-643-5109

FAX 503-643-7487

* Judith E. Mack -- President, Debra Peterson -- Office Manager

* Customized, intelligent, and responsive media management for domestic and international product distribution, including on-line Internet services.

LAW FIRMS

ALLEN, MATKINS, LECK, GAMBLE & MALLORY

1999 Avenue of the Stars, Suite 1800
Los Angeles, CA 90067

310-788-2400

FAX 310-788-2410

* Charles Kenworthy -- Partner

* Law firm specializing in celebrity and infomercial deals as well as expertise in dispute resolution.

BLOOM, DEKOM, HERGOTT AND COOK

150 S. Rodeo Dr., 3rd Floor

Beverly Hills, CA 90212

310-859-6820

FAX 310-859-2788

* Stephen F. Breimer -- Partner

* One of the most respected entertainment firms in Los Angeles with expertise in negotiating infomercial deals for talent, companies and for product owners.

BROWNING, JACOBSON & KLEIN

9595 Wilshire Blvd., 6th Floor

Beverly Hills, CA 90212

310-247-8777

FAX 310-247-1827

* Kenneth L. Browning -- Partner

* Attorneys specializing in the entertainment and direct response industries.

D. JOHN HENDRICKSON, ATTORNEY AT LAW

1801 Century Park East, Suite 1900

Los Angeles, CA 90067

310-556-8131

FAX 310-556-8004

* Attorney specializing in infomercial talent, production, and product acquisition agreements.

LAW OFFICES OF CLAYTON KNOWLES

770 Lexington Ave., 6th Floor

New York, NY 10021

212-935-6000

FAX 212-935-4865

* Clayton Knowles, Jr. -- President

* Production and distribution contract specialists.

MCCUTCHEN, DOYLE, BROWN & ENERSON

1101 Pennsylvania Ave. NW, Suite 800

Washington, DC 20004

202-628-4900

* Barry J. Cutler, Esq. -- Partner, Julia A. Oas, Esq. --Associate

* With major offices in California and Washington, D.C., the firm provides a broad range of legal services to direct marketing and consumer product firms With extensive experience before the FTC, the CPSC, Congress, and

other federal and state agencies, the firm also handles a broad range of product liability and related matters. Mr. Cutler was Director of the FTC's Bureau of Consumer Protection from 1990 until 1993 and represents several clients in the direct marketing and direct response areas. Ms. Oas was an attorney with the Federal Trade Commission from 1986 until 1995. For the past three years, she served as Attorney Advisor to FTC chair, Janet Steiger, on consumer matters.

RUSS, AUGUST & KABAT

12424 Wilshire Blvd., Suite 1200

Los Angeles, CA 90025

310-826-7474

FAX 310-826-6991

* Larry C. Russ, Esq. -- President/Managing Partner

* Richard L. August -- Vice President, Susan L. Harrison Secretary

* Russ, August & Kabat is a law firm that emphasizes the full panoply of services typically utilized by the infomercial industry. These services include talent, licensing and distribution agreements, trademark and copyright prosecution, FTC analysis of product representations and litigation regarding all of the above areas.

VENABLE, BAETJER, HOWARD & CIVILETTI

1201 New York Ave. NW, Suite 1000

Washington, DC 20005

202-962-4800

FAX 202-962-8300

* Jeffrey D. Knowles, Esq. -- Partner

* Based in Washington, D.C., Venable, Baetjer, Howard & Civiletti, LLP is one of the nation's oldest and largest law firms. Venable's Electronic Marketing Practice Group represents many of the leading companies in the direct response television industry with particular focus on advertising, distribution and marketing law. The firm represents clients before the FTC, FCC, FDA, CPSC and state regulatory authorities.

LIST MANAGEMENT

TCI DIRECT

5511 Laurel Canyon Blvd.

Valley Village, CA 91607

818-752-1800

FAX 818-752-1808

* James E. Thulin -- President Madlen Satamian -- Vice President/General Mgr.

* The largest list management firm west of the Mississippi, TCI offers specialty list management specializing in TV generated names and representing 83% of the TV generated lists on the market. Other services: list brokerage, data entry, data processing, direct response advertising (since 1985).

MARKET RESEARCH

ASI MARKET RESEARCH, INC.

101 N. Brand Blvd.

Glendale, CA 91203

818-637-6429

FAX 818-637-6408

* Shelly Zalis -- Dir. of Business Development, Eric Rasmussen

* Research on "Transactional Programming" (infomercials, shopping networks, and corporate sponsored long form advertising), represents the natural convergence of ASI's two prominent areas of expertise: Advertising and Entertainment. ASI's pre-production research has helped its customers shape infomercials to new levels of success. ASI's post-production research has answered important questions regarding the effect on consumers, the strong and weak program elements, the size of the base audience, and the effect on brand equity.

AUDIENCE RESEARCH & DEVELOPMENT

8828 Stemmons, Suite 600

Dallas, TX 75247

* Jerry Gumbert -- Vice President

214-630-5097

FAX 214-630-4951

COBBEY & ASSOCIATES MARKETING RESEARCH

1 Sansome St., Suite 2000

San Francisco, CA 94104

415-951-1001

FAX 707-433-4225

* Robin Cobbey, PhD -- President

* Focus groups, telephone surveys and intercept interviews for concept testing, product and infomercial development. Their research helps ensure that clients have the right product and the best presentation; it pays for itself in money saved and money earned by having the right message from the start. Health, nutrition, beauty, interactive media, new technology, self-improvement, and educational products.

MARKET MESSENGER, THE US COSMETIC & FRAGRANCE

2440 Virginia Ave., NW

Washington, DC 20037

202-223-0117

FAX 202-223-1915

* Susan Sargisson -- Publisher

* A monthly competitive intelligence report that covers new product and advertising for all key product categories in cosmetics and fragrances, across all U.S. distribution channels, i.e., Prestige, Broad/Mass, Direct Sales, Direct Response, Salons, Freestanding Stores, and Health Food Stores. Keeps marketers on the cutting edge of developments in the U.S. cosmetics and fragrance markets.

STANLEY SCHUMSKY, INC.

320 E. 58 St.

New York, NY 10022

212-935-0584

FAX 212-688-8849

* Stanley Schumsky -- President

* Focus groups conducted nation-wide by highly experienced marketing/advertising researcher. Best used as low-cost "insurance" before major expenditures. Project cost includes everything: consult, groups,

travel, reports. Inexpensive. Hassle free. Smart.

MUSIC

DOWNPAT MUSIC
11707 Cranford Way

Oakland, CA 94605

510-569-8794

800-436-9672

FAX 510-632-8417

* Pat Rickey -- President/Principal Composer

* Since the successful SyberVision infomercials in 1986, Downpat Music has been producing original music soundtracks for industry leaders. Soundtracks include: Making Money Don Lapre, Carleton Sheets Real Estate, NordicTrack Skier, and BRAUN Oral/B. Call for demo and ask how Downpat Music can help add dramatic impact to your next infomercial production.

JSM MUSIC, INC.

59 W. 19th St.

New York, NY 10011
212-627-2200

FAX 212-645-0484

* Jon Silbermann -- President, Joel Simon -- Exec. Producer

* JSM is one of the nation's largest, and most successful music production companies. With a staff of EMMY, CLIO, and GRAMMY award-winning talent, JSM has consistently raised the level of infomercial music. From its state-of-the-art studios in both NY and LA and ISDN digital lines, JSM has produced more music for infomercials than any other music production company in the country. There are simply no limits to what JSM can do for your production.

SOUND CELL

601 Meridian St.

Huntsville, AL 35801

205-539-1868

FAX 205-533-1622

* Doug Smith -- President, D. Cooper Getschal -- Studio Manager

* Award-winning full-service music composition/audio post production company with clients including ABC, CBS, NBC, Fox, Inphomation Inc., Kushner-Locke, NASA, Michael Jackson, Quincy Jones and other multi-Grammy/BillBoard top artists. Their staff of seasoned professionals offers networking/manufacturing ties and the ability to fit every budget.

SWEATING PALMS MUSIC

215 N. Marlies Ave

Simi Valley, CA 93063

805-520-9336

800-WE'R TUNES

FAX 805-520-9336

* William (Bill) R. Kole -- President, Arlene Dawn Kole -- Vice President

* The proven leader in original music scores for infomercials. Their music puts consumers in the mood to buy. They've scored infomercials for National Media, USA Direct, Guthy-Renker, HSN Direct, Target Stores. Universal Merchants, Kent & Spiegel, and many more. Their rates will surprise you. Call for a free brochure and cassette demo.

PRINTING & PACKAGING

FOREMOST PACKAGING

6979 Galatina Pl.

Rancho Cucamonga, CA 91701

909-941-1713

FAX 909-941-4092

* Gene Catone -- President, John Painter -- Vice President

* Offers a complete range of packaging options to help you create an outstanding image for your programs. Audio and video packages available in a complete range of configurations. They have a solution that can make your audio/visual packaging sing. For packaging, printing or duplication, make them your one stop shop.

LIGHT COLOR GRAPHICS, INC.

8226 NW S. River Dr.

Miami, FL 33166

305-888-7366

FAX 305-888-4088

* Al Sanchez

* Full-service infomercial printing company--everything from A to Z. From short run to millions of printed pieces, one color to six color, specializing in printing media production and printing of unique and comprehensive product developments: product literature, brochures, boxes, packages, cassette covers, books, catalog sheets, catalogs, manuals, postcards, presentation folders, labels, laminating, copies, and direct mail promotions. Plus mailing services, fulfillment and warehousing.

MULTI-MEDIA PUBLISHING & PACKAGING, INC.

9430 Topanga Canyon Blvd., Suite 200
Chatsworth, CA 91311

818-341-7484

800-982-8138

FAX 818-341-2807

* Jeff Herman -- President

* Mike Replinger -- Sales Mgr. of DR Market, Garth Erdrich

* They provide their clients with dynamic, cost effective, professional product packaging, printing, duplication and assembly that results in finished kits ready to be delivered to your fulfillment center. They also offer inventory control and job management for all of your infomercial projects.

PACKAGING ETC.

5720 Delco Ave.

Woodland Hills, CA 91367
818-347-1595

FAX 818-347-7732

* Judy Hexberg -- Owner

* Specializing in, but not limited to, primary and secondary cosmetic/fragrance components. Over 20 years in industry with extensive package development background. Full-service packaging from design to

market. Unlimited sourcing, domestic and overseas. Clients include infomercial companies. mass market retail, boutiques, etc.

W. BRAUN CO.

300 N. Canal St.

Chicago, IL 60606

312-346-6500

FAX 312-346-9643

* Edward Rappaport -- President, Morris Braun -- Vice President

* Ralph P. Rettke -- VP Dev. and Tech., Ethan Frenberg

* Design and supply glass and plastic bottles (private molds and stock containers), closures and other packaging components for many of the world's leading cosmetic, personal care, drug and household chemical companies.

PRODUCT SOURCING

ELECTRONIC MARKETING CONNEXION, INC.

113 N. San Vicente Blvd., Suite 210

Beverly Hills, CA 90211

213-651-0413

FAX 213-651-0896

* Suzanne O'Neill -- President, Beverly Sassoon -- Vice President

* Carrie Winston -- Marketing

* EMC takes product to the shopping networks, develops products for celebrity endorsement, and represents infomercials to air in the Pacific Rim, Russia, China, Australia and New Zealand.

GLOBAL INTERACTIVE MARKETING, LTD.

14020 Old Harbor Ln., Suite 108

Marina del Rey, CA 90292

310-306-7857

FAX 310-821-0137

* Carol Patterson -- President, Betty Hudson -- Vice President

* They represent people and products. Their business is developing these

entities through concept, product development, up-sell and placement on television shopping channels and infomercials with planned retail roll-out. Television marketing has created new brand names that have powerful market potential in international licensing packages that they place for maximum profits.

KENNEY MARKETING GROUP, INC.
5887 Ballyshannon, NW

Canton, OH 44718

216-966-5944

FAX 216-966-2344

* Mara K. Kenney -- President

* Chris M. Maneval

* KMG assists clients with their overall international marketing plan, which includes: locating distributors, purchasing international satellite media, arranging trade show participation, and much more. They effectively market products domestically and internationally.

LEN SACKS ASSOC., INC./ ASIA TV HOME SHOPPING

116 Ox Yoke Dr.

Wethersfield, CT 06109

203-563-6360

FAX 203-563-6265

* Douglas Sacks -- President

* Asia TV Home Shopping is a partner of M.D.G.-Singapore. They source U.S. products for Asian markets in Singapore, Malaysia, Indonesia, Philippines, Thailand, Taiwan, and Hong Kong. Distribution includes TV, retail, and catalog syndication.

SID LIZERBRAM ASSOCIATES

573 Hoyt Rd.

Huntingdon Valley, PA 19006

215-947-1566

610-648-9370

FAX 610-648-9345

* Sid Lizerbram -- Infomercial Consultant

* Evaluate and place products with the top infomercial producers in the U.S.A. Place products for the home shopping networks -- all no fee to clients.

PUBLICATIONS

1995 & 1996

INFOMERCIAL SOURCEBOOKS

11533 Thurston Circle

Los Angeles, CA 90049

310-472-5253

FAX 310-472-6004

* Steven Dworman -- Publisher, Sandee Richardson -- Company Evangelist

* The Sourcebook you hold in your hands is the most complete reference guide in the direct response television industry. Published once a year by The Infomercial Marketing Report & ADWEEK Magazines, it's distributed to over 92,000 of the world's top decision make

rs. For advertising and listing information in the 1996 edition, contact Sandee Richardson at (310) 472-5253.

HEALTHY EXCHANGE

110 Industrial Dr., P.O. Box 124

DeWitt, IA 52742

319-659-8234

FAX 319-659-2126

* JoAnna M. Lund -- President/CEO, Clifford Lund -- Vice President

* We create common folk healthy recipes that taste so good, the entire family will enjoy them. Exchanges are computed three ways: diabetic

exchanges, weight loss choices, and calories with fat grams.

INFOMERCIAL MARKETING REPORT

11533 Thurston Circle

Los Angeles, CA 90049
310-472-5253

FAX 310-472-6004

* Steven Dworman -- Publisher, Sandee Richardson -- Company Evangelist

* The Infomercial Marketing Report, a monthly subscription-based newsletter, is considered the "Bible" of the infomercial industry. The publication frequently breaks national news stories and is quoted often by The New York Times, Wall Street Journal, Los Angeles Times and many others. The company also publishes The Infomercial Marketplace, a monthly advertising medium to connect with others in the industry. The Infomercial Marketing Report also sponsors a number of yearly conferences and trade exhibitions and produces exclusive audio and videotape programs available for purchase.

JORDAN WHITNEY, INC.

17300 17th St., Suite J-111

Tustin, CA 92680

714-832-2432
FAX 714-832-3053

* Clare Kogler -- President

* John Kogler -- COO/Publisher

* Their "Greensheet" Report tracks and ranks over 250 infomercials and 250 direct response spots each week. They provide in-depth creative consulting.

PUBLICATIONS INTERNATIONAL, LTD.

7373 N. Cicero Ave.

Lincolnwood, IL 60646

708-676-3470

FAX 708-676-3671

* Bob Stanik -- President

* Mark Parzy -- Dir. Direct Marketing

* Custom publisher of cookbooks, children's books, automotive, crafts, sports, health and medical and lifestyle books.

TV GUIDE

5750 Wilshire Blvd., Suite 375

Los Angeles, CA 90036

213-549-2363

FAX 213-549-2301

* Kristin Nicolas

* TV Guide offers the most comprehensive coverage of television through its national feature section and program listings.

VERLAG NORMAN RENTROP

4 Theodor-Heuss St.

53177 Bonn, Germany

011-49-228-82050

FAX 011-49-228-359710

* Norman Rentrop -- CEO

* Rentrop publishes Tony Robbins and other motivational and how-to books as well as 28 newsletters, magazines, and loose leaf-services.

WOLPER SALES AGENCY, INC.

6 Centre Square, Suite 302A

Easton, PA 18042

610-559-9550

FAX 610-559-9898

* Susan Wolper -- President

* Magazine subscription sales and management. Direct mail/telephone sales.

SCRIPT DOCTOR

GERALDINE NEWMAN

315 E. 72nd St., Suite 5K

New York, NY 10021

212-988-3395

FAX 212-988-3407

* Geraldine Newman

* (You fax, I fix." Former writer/creative director at ad agencies like Young & Rubicam, Backer Spielvogel Bates, winner of every major advertising award (CLIO, ANDY, etc.) and five years of successful infomercials and DR including Buns of Steel, Fixodent, Norelco's Satinelle, etc. Don't miss the opportunity to have her wrap her mind around your problem.

SPOT PRODUCTION COMPANIES

NEWMAN TSAO GROUP

315 E. 72nd St., Suite 5K

New York, NY 10021

212-988-3395

FAX 212-988-3407

* Geraldine Newman -- Partner, Alex Tsao -- Partner

* Short spots take special skill and special crafting of your message. You have to grab, hold and sell with a lot of impact in a short time. The Newman Tsao Group are masters at this. A consortium of award-winning professionals with big league advertising backgrounds and years of direct response know-how, they have a proven track record with fitness, cosmetics, finance, fashion, appliances, cameras, travel and more -- Fortune 500 companies and entrepreneurs. In short, they're the ones to call for your short form.

STATIONS & CABLE NETWORK

36 KICU TELEVISION

1585 Schallenger Rd.

San Jose, CA 95131

408-298-3636

FAX 408-286-1034

* Jim Evers -- President/General Manager

* Bill Beeman -- VP Operations. John DuBois -- VP Sales

Jim Houlihan -- Dir. of Program Sales

* 36 KICU Television, Northern California's leading independent television station offers direct marketers an array of time period opportunities. KICU's broadcast signal is carried on over 100 cable systems and is viewed in over a million households each week. Please call for more information.

APEX MEDIA SALES, INC.

14605 N. Airport Dr., Suite 224

Scottsdale, AZ 85260

602-596-6320

FAX 602-596-6322

* Dennis Hart -- President

* Bob Galle, Joel Sheets, P.J. Thompson, Renee Rochman, Sherry Swanson, Scott Hart

* Station Rep. for WADL-TV 38 Detroit, WABU-TV 68 Boston, KAOY-TV 63 Santa Barbara. Generates discounted barter time.

BLACK ENTERTAINMENT TELEVISION (BET)

1900 W. Place NE

Washington, D.C. 20018

202-608-2000

* Robert Johnson -- President

* Jeff Lee -- Exec. VP Network Op. & Production.

Curtis Symonds -- Exec. VP Affiliate Mktg. & Sales

CABLE HEALTH CLUB

2877 Guardian Dr.

Virginia Beach, VA 23452

804-459-6162

FAX 804-459-6427

* Steve Lentz -- President

* Bob Hammer -- General Manager, Craig Sherwood -- Sr. VP Affiliate Relations.

Karen Osmer -- Publicist

* Cable Health Club offers continuous health and fitness programming segments, including: "Aerobic Conditioning;" "Healthy Living" lifestyle segments "Body by Jake" body shaping and toning segments; and "Fitness Plus," which offers the viewer the latest in state-of-the-art fitness equipment.

CNBC-CONSUMER AND BUSINESS CHANNEL

2200 Fletcher Ave., 6th Floor

Fort Lee, NJ 07024
201-585-2622

* Robert Ailes -- President

* Jack Abernathy -- VP Finance

COMEDY CENTRAL

1775 Broadway

New York, NY 10019

212-767-8600

* Bob Kreek -- President

CONSUMER RESOURCE NETWORK

P.O. Box 989, Equinox Jr. Bldg., 3rd Floor

Manchester, VT 05254

802-362-0505
FAX 802-362-5401

2100 N. Woodward Ave.

Bloomfield Hills, MI 48304

810-433-8029

* Joseph W. O'Donnell -- Chairman/CEO, Richard Marcy President/COO

* Al Hibbert -- Chief Creative Officer, Michael Grofsorean -- Creative

Director

John D. Engel -- Administrative Assistant

* CRW is a 24-hour-a-day marketer-supported informational cable network, backed by company-specific toll-free information capabilities. Its purpose is to help create a new bond between companies that market complete products and services and their potential customers by providing an on-going source of information.

COUNTRY MUSIC TELEVISION (CMT)

2806 Opryland Dr.
Nashville, TN 37214

615-871-5830

FAX 615-871-6944

* Jill Baxter

DISCOVERY COMMUNICATIONS

641 Lexington Ave.

New York, NY 10022

212-751-2120 X5156

FAX 212-752-6039

* Greg Moyer -- President, Tom Rocco -- Vice President

* Linda Keating -- Dir. Direct Response Division

* The Direct Response Division of Discovery Communications, Inc., DSC/TLC is divided into two departments. The Direct Response Department handles the sale of direct response advertising which consists mostly of :30/:60 commercials and :90/:120 commercials when available. The Paid Programming Department sells 1/2 hour commercial inventory during each network's dedicated paid programming block: DSC, Monday. Sunday, 3A-9A, and TLC, Monday-Friday, 3A-6A and Saturday/Sunday, 3A-9A.

E! ENTERTAINMENT TELEVISION

5670 Wilshire Blvd.

213-954-2400

FAX 213-954-2778

Los Angeles, CA 90038-3709

* Lee Masters -- President/CEO

* Fran Shea -- Sr. VP Programming

IN TV 'A SERVICE OF PAXSON COMM. CORP.'

601 Clearwater Park Blvd.
West Palm Beach, FL 33401

800-572-9766

800-736-6255

* Lowell 'Bud' Paxson -- CEO, Dean Goodman -- President

* Glenn Wescott -- VP Marketing

* Paxson Communications is one of America's largest broadcasting companies, with 17 radio stations, 4 radio networks and 10 full-power television stations. Paxson recently launched INTV, a broadcast network and the Infomall cable network -- both 24 hour-networks airing infomercials.

INSP -- THE INSPIRATIONAL NETWORK

9700 Southern Pine Blvd.

Charlotte, NC 28273

704-525-9800

FAX 704-525-0188

* David Cerullo -- President, Dewey Crim -- Vice President

* Judd Jackson -- VP Sales, John Roos -- VP Marketing

* INSP -- The Inspirational Network re-defines inspirational television,

delivering diverse, value-driven programs viewers can trust. INSP is the network with the audience, reach and rates to showcase your infomercial or direct response spot.

LIFETIME TELEVISION

309 W. 49th St.

New York, NY 10019

212-424-7168

212-424-7013

FAX 212-957-4467

* Deana Kuper -- Manager, Kevin Lyons

* National Cable Network available in over 60 million cable TV homes.
MTV NETWORKS

1515 Broadway

New York, NY 10036

212-258-8000

FAX 212-258-8303

* Mark Rosenthal -- Exec. Vice President, Steve Hauck -- Dir. of Affiliate
Sales

NETWORK ONE

21111 Erwin St.

Woodland Hills, CA 91367

818-704-5154

FAX 818-704-3934

* Gary Passon -- President, Chandos Mahon -- Exec. Vice President

* Diane Karrman -- VP Programming,

Charlene Blaine -- VP Production/Int'l Sales & Dist.

* Production, network placement and 800 telephone service in one. Network
One offers affordable time within daily infomercial blocks reaching 30+
million homes. Production team specializes in commercials, and
informercials and can package incredible deals with parent company Network
Telephone Services, the largest incoming 800 bureau in the nation.

NOSTALGIA TELEVISION

650 Massachusetts Ave. NW

Washington, D.C. 20001

202-289-6633

* Jack Heim -- President

PAXSON TV SALES / INTV NETWORK

520 N. Delaware Ave., Suite 801
Philadelphia, PA 19123

215-923-2661

FAX 215-923-6276

* Dean Goodman -- President

* Bruce F. Bauman -- Nat'l Mktg Exec., NE Region

* Sales and airing of infomercials & short form on a broadcast network basis. About 10 hours per day dedicated to infomercials in daytime and prime time.

PETRY TELEVISION, INC.

8383 Wilshire Blvd., Suite 626

Beverly Hills, CA 90211

213-655-3353

FAX 213-655-2862

* John Heise -- President, Don Brownstein -- Vice President

* Bob Steres -- Mgr. of Program Sales

* They make it easy for infomercial buyers to deal with one company and buy time on over 100 TV stations. Petry has infomercial specialists, unlike most of the other TV rep firms. They are focused on this industry.

PRODUCT INFORMATION NETWORK

9697 E. Mineral Ave.

Englewood, CO 80155

303-792-3111

FAX 303-784-8549

* Greg Liptak -- President, Keith Gay -- VP/General Manager

* Sara Smith -- Media Director, John Sutton -- Sr. Affiliate Sales Manager

* Product Information Network is cable television's first 24-hour infomercial service. Everyday, PIN provides viewers with full-length product demonstrations as well as a venue for easy product purchase and

delivery.

SCI-FI CHANNEL

1230 Avenue of the Americas

New York, NY 10020

212-408-9100

FAX 212-408-8228

* Kay Koplovitz -- President/CEO USA Networks

* Barry Schulman -- VP Prog./Affil. Rel. Sci-Fi Ch.

Douglas Holloway -- Sr. VP Affiliate Relations

SOUTHWESTERN CABLE TV

8949 Ware Court

San Diego, CA 92121

619-635-8284

FAX 619-536-8729

* Ann Burr -- President, Jim Fellhauer -- Vice President

* Jim Barker -- Local Sales Mgr., Rick Winer -- Dir. of Ad Sales

Joe Tangonan -- Program Sales Specialist

* They have 1/2 hour time available to media buyers wanting to reach the 170,000 households in the most affluent part of San Diego, North San Diego City Metro. They are the fourth largest cable system in California with an 80% penetration rate, servicing almost 600,000 people.

THE DISNEY CHANNEL

4130 Cahuenga Blvd., Suite 100

N. Hollywood, CA 91602-2402

818-509-0688 X2402

FAX 818-760-2130

* Neill Woodruff

* Cable broadcaster.

THE LEARNING CHANNEL

7700 Wisconsin Ave.

Bethesda, MD 20814

301-986-1999

FAX 301-986-4826

* John S. Hendricks -- Founder/Chairman/CEO

* Greg Moyer -- Pres./COO Discovery Network

John Ford -- Sr. VP Programming, Louise Brown -- Asst. Director Programming

THE NASHVILLE NETWORK

2806 Opryland Dr.

Nashville, TN 37214

615-871-7648

FAX 615-871-6485

* David Hall -- Sr. VP Cable Networks, Kevin Hale -- VP/GM

THE TRAVEL CHANNEL

780 Third Ave., 23rd Floor

New York, NY 10017

212-308-3055

FAX 212-486-8584

* Bill Wiehe -- Sr. VP Ad Sales

* Lisa Longo -- DR Sales Manager

* National cable TV network featuring 24-hours of travel related programming. 17.5 million subscribers.

TNT (TURNER NETWORK TELEVISION)

1050 Techwood Dr. NW

Atlanta, GA 30318

404-885-4647

FAX 404-885-4318

* Scott Sassa -- President Turner Entertainment Group

Bradley J. Siegel -- President TNT

UNIVISA, INC.

2121 Avenue of the Stars, Suite 2300

Los Angeles, CA 90067

310-552-6684

FAX 310-277-5200

* Alejandro Magana -- President

* Their parent company, Televisa, is the communications leader in Mexico, Central and South America and is the world's largest producer of TV programming. Through four TV networks, it is affiliated with 209 stations throughout Mexico. Their wholly-owned Spanish language cable TV network, Galavision, is affiliated with 325 TV stations across the U.S. Univisa's business development department is dedicated to bringing foreign consumer products to booming Mexico, where the outlook for the 90's is exceptional.

USA NETWORK

2049 Century Park East, Suite 2550

Los Angeles, CA 90067

310-201-2340

FAX 310-201-2355

* Seeta Zieger -- Advertising Sales

WBSG-TV 21

7434 Blythe Island Hwy.

Brunswick, GA 31525

912-267-0021

FAX 912-267-9583

* J. R. Wright -- President

* Whitney G. Matthews -- Account Executive

Sammy Rowland -- Sales Manager

* WBSG-TV21 delivers southeast Georgia more efficiently and effectively than any other media. Informed national and regional advertisers are now using WBSG-TV, a Warner Bros. affiliate, to directly target the growing \$1.3 billion market. With the region's only local TV newscasts, winning talk shows and syndicated programs, WBSG-TV is favored by southeast Georgians who like having their own home town television station.

WLIG-TV

270 S. Service Rd., P.O. Box 1355
Melville, NY 11747

516-777-8855

FAX 516-777-8180

* Marvin R. Chauvin -- CEO,

* Michael C. Pascucci -- President

* Michael A. Wach -- General Manager

Janet Greeley -- Program Sales

* Independent commercial television station broadcasting throughout the Tri-State area.

WTGI-TV/T61

520 N. Delaware Ave., 8th Floor

Philadelphia, PA 19123

215-923-2661

FAX 215-923-2677

* Daniel Slape -- President

* Uriel Rendon -- Sales Manager, Natalie Firko -- Traffic Director

Bruce F. Bauman -- Dir. Paid Programming

* Television Broadcasting. Dedicated daily infomercial blocks. More daily info time than any other station in market by 4 to 1. Weekly avails faxed to agencies (upon request). Promos and some outside advertising. Dedicated to infomercials.

STOCK PHOTOGRAPHY

IMAGE BANK WEST

2400 Broadway, Suite 220

Santa Monica, CA 90404

310-264-4850

FAX 310-453-1482

* Mary Sue Robinson -- General Manager

* Stock photography, stock footage.

TALENT

AAA WORLD CLASS SPEAKERS

10747 Wilshire Blvd., Suite 807

Los Angeles, CA 90024

310-479-1828

FAX 310-479-1928

* Joseph Kessler -- President

* Let them help you take all the credit for making your next infomercial a success. They will locate the right speaker to fit your infomercial and budget requirements.

AMERICAN CELEBRITY BROKERS, INC.

11684 Ventura Blvd., Suite 258

Studio City, CA 91604

818-762-5550

FAX 818-762-0966

* Jonathan Holiff -- President Myra Richman -- Vice President

* Frank Rubini -- Director (Canadian Office)

* American Celebrity Brokers, Inc. is a leader in the celebrity acquisition field. They have one of the most comprehensive celebrity computer databases in the country. With over a dozen search criteria, they offer their clients customized reports designed to find the right celebrity for your project. They get results...fast! EMail: HoliffFame(at)aol.com

CELEBRITY ENDORSEMENT NETWORK

23800 Archwood St.

West Hills, CA 91307
818-704-6709

FAX 818-704-8567

* Noreen S. Jenney -- President, Linda Lange -- Vice President

* Celebrity Endorsement Network is a full-service firm specializing in the acquisition of celebrity talent. They have extensive experience working on behalf of direct response advertisers, and are experts in creating and packaging effective celebrity campaigns. With CEN, you get the facts you need to make the most informed decisions possible.

INGELS, INC.

7080 Hollywood Blvd., 11th Floor

Hollywood, CA 90028

213-464-0800

FAX 213-464-0047

* Rusty Schreiber -- CEO, Deborah R. Getson -- President

* Ed Adler -- Vice President

* The forerunner and the forefather of celebrity brokers. For over two decades, Ingles, Inc. has pioneered the use of celebrity talent in advertising, first by bringing celebrities into commercials, then into direct response/infomercials, and now onto the information superhighway. With high-volume talent buying and access, through thousands of personal contacts, Ingels, Inc. brings its clients the lowest prices possible, and makes the impossible happen for those who call and ask.

JENNER COMMUNICATIONS

3133 Abington Dr.

Beverly Hill, CA 90210

310-278-6514

FAX 310-278-3818

* Kris Jenner -- President, Bruce Jenner -- Vice President

KALMENSON & KALMENSON

VOICE CASTING

5730 Wish Ave.

Encino, CA 91316

818-342-6499

FAX 818-343-1403

* Cathy Kalmenson -- Partner/Casting Director

* Harvey Kalmenson -- Partner/Casting Director, L. J. Lane --Casting Director

Ben Jacob -- Casting Director

* Casting voice for all forums, including: infomercials, television and radio commercials, CD-ROM, industrials and animation. Talent sources: talent agencies, film and television, local theatre, comedy clubs and showcases. Areas also include: celebrities, foreign languages, union and non-union. Rates quoted on a per project basis.

SCHEENSTRA, PETER
1621 114th Ave. SE, Suite 224

Bellevue, WA 98004

206-451-0112

Fax 206-450-5561

* Peter Scheenstra -- Peak Performance Speaker

* Seeking producer to develop an infomercial or commercial on a per sale commission. Peter has authored "111 Ways to Succeed with Change," appeared on television talk shows, served as CEO of two counseling agencies, and is listed in the "Who's Who" among human service professionals. He is known

for his enthusiasm and powerful presentations.

SUTTON, BARTH & VENNARI

145 S. Fairfax Ave., Suite 310

Los Angeles, CA 90036

213-938-6000

FAX 213-938-6352

* Vic Sutton -- Company Executive, Rita Vennari -- Company Executive

* Marie DeVito -- Talent Agent

* For nearly 20 years, Los Angeles' premier source of on-camera, voice-over, and celebrity talent for commercials. Now serving the need of the infomercial/direct response community.

WILLIAM MORRIS AGENCY, INC.

151 El Camino Dr.

Beverly Hills, CA 90212

310-859-4000

Fax 310-859-4424

* Rick Hersh -- Sr. Vice President, Rick Bradley -- Vice President

* Steve Lashever -- Agent

* The leading talent agency, representing personalities in all aspects of the entertainment industry and packagers of celebrity driven infomercials.

TRADE ASSOCIATION

NIMA INT'L

1201 New York Ave., Suite 1260

Washington, D. C. 20005

800-987-6462

FAX 202-682-0603

* Helene Blake -- Exec. Director, David Savage -- Vice President

* Justina Bawer -- Exec. Assistant, Susan DeLancy -- Dir. Marketing Services

Justin Del Sesto -- Dir. New Projects & Services

* In addition to promoting the domestic and international interest of infomercial marketers, television shopping companies and short-form direct response marketers, NIMA International provides a wide range of membership services and monitors regulatory entities on behalf of its 470 member companies.

TRADE SHOW/CONFERENCE

A MASTERMIND CONFERENCE

11533 Thurston Circle

Los Angeles, CA 90049

310-472-5253

FAX 310-472-6004

* Steve Dworman -- President

* Sandee Richardson -- Conference Manager

* Here's how you can save hundreds of thousands of dollars and potentially make millions. You can be one of only seven companies to participate in this once a year, elite, brain-melding, three day personalized workshop with

the most brilliant success stories in the industry. Past companies participating include: Procter & Gamble, Elizabeth Arden and Jenny Craig. This Mastermind Conference sells out up to a year in advance. Call now to reserve your place (310) 472-5253. Sponsored by The Infomercial Marketing Report.

DRTV FALL '95 AND DRTV SPRING '96

201 E. Sandpoint Ave., Suite 600

Santa Ana, CA 92707

800-854-3112

FAX 714-513-8481

* Bill Windsor -- President, Mike Webster -- Vice President

* Liz Crawford -- Show Manager

* The DRTV Expo and Conference covers all facets of direct response television, including infomercials, home shopping, short form, interactive TV, and more. The shows feature three full days of exhibits, special events and timely conference sessions led by leading industry experts. If you have a product or service that supports the direct response television industry, you can't miss DRTV.

IMR '96

11533 Thurston Circle

Los Angeles, CA 90049

310-472-5253

FAX 310-472-6004

* Steve Dworman -- President

* Sandee Richardson -- Conference Manager

* The premier educational conference in the infomercial industry, currently in its fifth year. The 1995 Conference included speakers from Apple computer, Fidelity Investments, Sony and Toyota. companies participating included IBM, Citibank, Upjohn, Bell Atlantic and hundreds of others. Sponsored by The Infomercial Marketing Report in association with ADWEEK Magazines. Call Sandee Richardson at (310) 472-5253 for information on the 1996 event.

SELL YOUR PRODUCT ON TV TREASURE HUNT

11533 Thurston circle

Los Angeles, CA 90049

310-472-5253

FAX 310-472-6004

* Steven Dworman -- President

* Sandee Richardson -- Treasure Hunt Director

* Held twice a year, this wildly successful event is a dream come true for every company and/or individual that wants to get a product onto television. If you have an exciting, innovative product that would be ideal for an infomercial or the home shopping channels, this Treasure Hunt will put you in front of the buyers from every major electronic retailing entity in the world. Sponsored by The Infomercial Marketing Report. For more information, call Sandee Richardson at (310) 472-5253.

THIS IS THE FULL-TEXT.

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Anonymous

Mediaweek Infomercial 95 pp: 81-96 1995 ISSN: 1055-176X Journal Code: MEW

Document Type: Journal article Language: English Length: 14 Pages Word Count: 8493

17/7/6 (Item 1 from file: 9)

Business & Industry(R)

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02542980 Supplier Number: 24986369 (THIS IS THE FULLTEXT)

WMF study: Uncertainty looms over wireless multimedia services

(Results of study about capability of 2.5- and 3G networks to transmit multimedia content are discussed)

RCR Wireless News , v 20 , p 16

September 10, 2001

Word Count: 579

TEXT:

By: Mike Dano

A new study from the Wireless Multimedia Forum reveals industrywide uncertainties over the capability of 2.5- and third-generation networks to transmit multimedia content, and fear that-even if the technological issues are addressed-a profitable business model for offering multimedia services will never be uncovered.

The results are detailed in the forum's July market survey, which was commissioned by the WMF's managing member Stardust.com. Of the 442 respondents, most are from the United States and close to half are executives. Twenty-two percent of survey participants work as content providers and 16 percent are service providers.

According to the survey, most respondents agreed that today's second-generation networks cannot support most multimedia applications-a view roundly echoed by most industry observers. However, there was widespread disagreement among respondents over what types of applications-from messages combining text and pictures to full-motion video-will be supported by advanced networks. Further, there was contention about the kinds of changes multimedia applications will go through during the next few years.

'Confusion over the relative capabilities of 2G, 2.5G and 3G networks' capability to support different application types indicates a clear need to educate all businesses on the value chain as it pertains to applications and their optimal network and bandwidth capabilities in order to run efficiently and optimally,' the WMF wrote in the survey's executive summary.

And perhaps even more worrisome to the industry is what ranked as the No. 1 potential obstacle to growing the multimedia market: profitable business models. Almost 60 percent of respondents said finding a sustainable

business model for offering wireless multimedia services was a major concern.

'There is, perhaps, more confusion than we understood,' said Martin Hall, Stardust.com's chief technology officer and a chairman of the WMF.

Hall said the confusion stems from the fact that wireless multimedia is still an emerging market, and as such not many people understand the market's possibilities. Hall said the WMF's job is to help create technical standards for multimedia technologies, and then to help the industry understand what that technology can do.

'The function of the WMF is to provide a bridge between the work that standards bodies do and the opportunities those new standards create,' he said. 'It's very, very clear that the forum and other standards groups need to focus on education.'

Hall said the WMF has a variety of educational programs in place, including presentations at industry meetings and informational papers. The forum plans to modify those programs to take into account the study's findings, he said.

Among other findings in the study, respondents widely agreed that business-to-business multimedia applications will likely be the most important in the coming years. This marks a break from most multimedia content announcements, which are usually consumer oriented. NTT DoCoMo Inc.'s announcement last month involving streaming media company PacketVideo Corp. is an example of consumer-focused applications. Other types of offerings listed in the survey include business-to-consumer applications, which ranked second, and person-to-person applications, which ranked last.

Another interesting finding from the study involved specific types of applications. According to the results, location services ranked as the type of application that would likely see the most growth in the coming years. Content provisioning and mobile commerce also ranked high, but entertainment and gaming, which is now a major source of wireless data revenues, ranked markedly low on the list.

Hall said wireless carriers will bear the brunt of nurturing the multimedia market. Once carriers begin to introduce multimedia content and services, questions surrounding the multimedia market will likely die down.

Carriers 'have to be prepared to pioneer,' Hall said.

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17/7/7 (Item 2 from file: 9)

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01987773 Supplier Number: 25473486 (THIS IS THE FULLTEXT)

TVKO Packs Hefty Marketing Wallop

(TVKO launching promotion for Holyfield-Lewis fight; ads will appear in newspapers, radio and ESPN)

Cable World , v 11 , n 43 , p 4

October 25, 1999

Word Count: 365

TEXT:

BY MIKE REYNOLDS

Looking to close out the year and the millennium with a pay-per-view bang, TVKO is ready to pepper the speed bag with a host of media/marketing media support behind the heavyweight title rematch between Evander Holyfield and Lennox Lewis.

The Nov. 13 unification bout in Las Vegas, a redux of the highly controversial draw from New York's Madison Square Garden, will benefit from extensive schedules on ESPN and regional sports networks, ads in USA Today and the national edition of the New York Times during the week leading up to the fight, and radio spots on Westwood One, NFL football and The Howard Stern Show.

photo omitted

Additionally, TVKO is allocating considerable funding into radio and print buys in the top 60 DMAs, and backing up that activity with spot broadcast buys in the top 20 markets. The PPV arm of Time Warner Sports has also

secured schedules in Hispanic print and radio vehicles.

As for the rate card, the tale of the tape mirrors the first bout. Systems that run 500 cross-channel spots and perform five marketing tactics (TVKO officials indicate that systems running its two-day show leading into the fight have scored 15%-20% increases in performance) will earn a 45% split of the revenues, while systems notching a 4.25% buy rate take home 50%. MSOs averaging a 4.0% buy rate across all systems will also receive a 50% take of the revenues. Systems that don't perform the marketing tactics get 35%.

To date, TVKO has landed three main sponsorship deals. Excite.com is the bout's official online sponsor and will dedicate a special Web area at sports.excite.com, beginning Oct. 28, replete with photos, special content, promotional contests and online scoring, the results of which will be announced on TV.

Retailer Best Buy will be showcasing images from the first bout and a tout to purchase the PPV event on high-definition TV displays in all 326 of its stores.

Budweiser, as title sponsor of the fight, will receive mat and ring post identification. Taffet said that "The King of Beers" would supply a significant media schedule flagging the event, with positions in high-profile cable sports, David Letterman's Late Show and NFL games on both Sunday afternoons and Monday nights respectively.

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0967345 BW1043

AZ WAVEPHORE : WavePhore Announces Release of WaveTop Version 2.0

January 25, 1999

Byline: Business Editors/Computer Writers

PHOENIX--(BUSINESS WIRE)--Jan. 25, 1999--
Multimedia Internet Broadcast Service Extends Appeal
To Consumers Through Better Integration, Ease-of-Use,

Simplified Installation, And Expanded Content

WavePhore Inc. (NASDAQ:WAVO) Monday announced the release of version 2.0 of its WaveTop service.

WaveTop provides users with free multimedia programming, including news, sports, investment advice, shopping, children's programming, free software downloads and much more, all supplied by a growing list of more than 30 of the Internet's leading content providers.

This new release is seamlessly integrated with the Microsoft Internet Explorer browser, thus eliminating the need for a stand-alone application. WaveTop 2.0 also includes a simplified user-interface, greatly enhancing ease-of-use for the average PC consumer.

Additionally, the new release offers a simplified installation process, making it almost effortless for customers to begin using the service. Further improvements have also been incorporated into the service to enhance compatibility with existing TV tuner cards making it easier for consumers to switch between multiple tuner-card software applications.

"Once again, WaveTop has raised the bar for wireless delivery of Internet information and entertainment," said David E. Deeds, chairman, president and chief executive officer of WavePhore Inc. "Our advanced technology and ease-of-use will only serve to further expand our user base."

WaveTop 2.0's new customizable front page gives customers the value-added option of personalizing their choices from the content being broadcast and setting it as their Home Page. Additionally, this integration unifies the WaveTop broadcast content directly with the consumer's other Internet favorites.

"With the integration of WaveTop into Microsoft's Internet browser, subscribers are guaranteed an even faster and richer experience," said Thom Kozik, executive vice-president and general manager of WaveTop. "Advances in WaveTop 2.0's navigation, visual design, and ability for customization, will undoubtedly make WaveTop the destination of choice for many consumers."

The WaveTop version 2.0 release can be downloaded at no charge via the company's web site at www.wavetop.net. A CD-ROM version is also available directly from WavePhore, and will be bundled with all leading TV tuner cards. A unique feature of the WaveTop service is that existing version 2.0 beta users will have the upgrade automatically broadcast to their PC's via WaveTop's network.

Additionally, the WaveTop 2.0 Developers Kit is available for TV Tuner card manufacturers. This will enable them to create WaveTop compatible drivers and applications.

How WaveTop Works

WaveTop's multimedia Internet broadcast service works by embedding data streams into the unseen portion of existing broadcast television signals using the Vertical Blanking Interval (VBI). WaveTop has partnered with PBS National Datacast to broadcast data over the television signals of 264 PBS member stations reaching over 99 percent of all U.S. households.

Using a simple browser interface and a standard PC equipped with

a TV tuner card, users can interact with automatically downloaded information, entertainment and software. Computers equipped with TV tuners and WaveTop software transparently receive, decode and cache content without the bottleneck of the Internet or tying up a telephone line.

Rich Content

WaveTop's current and upcoming content partners are among the world's leading media companies, including USA Today, The Wall Street Journal Interactive Edition, CBS SportsLine, PBS ONLINE, Warner Bros. Online, Bloomberg LP, The Weather Channel, N2K's Music Boulevard, barnesandnoble.com, Universal Press Syndicate Comics, Women's Wire, Prevention's Healthy Ideas, Astrology.Net, Dummies Daily, UltimateTV, and Time Inc. New Media, which creates the online versions of People, Time, Entertainment Weekly, Money, Fortune and Sports Illustrated for Kids magazines and ZDNet News.

The media partners' content will create channels appealing to the whole family.

WaveTop channels include News -- the latest in news, sports, and weather; Finance -- providing regularly updated stock information and business news; Sports -- the latest sports scores, information and news; Fun -- the latest samples of games and music, plus comics and best-seller books lists ; Kids -- entertaining interactive educational content from brand-name, children-oriented providers; Life - the information spot for parents and working women; Tech -- the latest technology news, magazines and review, plus an offloads center for free software, shareware and bug fixes; and Store -- an electronic mall featuring enhanced multimedia storefronts from leading merchants. Electronic Commerce and Advertiser Support

WaveTop is supported by leading online commerce vendors and consumer brand advertisers. Electronic commerce vendors in the WaveTop Store shopping mall include companies such as Barnes and Noble, and eToys.

Advertisers on the WaveTop service include such companies as Atlanta Bank, EMI Records, Hewlett-Packard Co., Intel Corp., Kellogg Co., Lincoln-Mercury Inc., Mobil Corp., Nissan Motor Co. Ltd., Salomon Smith Barney Holdings and Spiegel Inc.

WaveTop's ability to deliver high-bandwidth applications to the home without the download delays associated with modems allows advertisers to send more creative multimedia advertisements such as movie and video clips, games, software downloads and micro sites. About WavePhore

WavePhore Inc. (NASDAQ: WAVO) is the leading new media content integrator and architect of digital delivery systems. It partners with the foremost providers of news, business data, Internet based content and multimedia programming to deliver selective intelligence and quality content to an information-dependent society.

WavePhore (www.wavephore.com) enables people and enterprises to more efficiently receive, manage and productively use all types of urgent, insightful, or relevant information.

The company's technologies and services aggregate, filter,

customize and distribute digital content (text, graphics, music, and video) using a wide range of reliable, low-cost broadcast (FM sideband, TV-VBI), satellite and Internet based delivery systems.

It has technology sourcing and strategic alliances with Microsoft, Intel, Compaq, Sony, Gateway, STB, ADS and PBS National Datacast, in addition to information service agreements with some two hundred Fortune 1,000 companies worldwide. Additional information on WavePhore is available via the Internet at www.wavephore.com.

Information on its business units can be found at www.wavetop.net, www.wavephore.net and www.newscast.com.

Certain of the above statements regarding WavePhore constitute forward-looking statements, which may involve risks and uncertainties.

Actual results could differ materially from such forward-looking statements as a result of a variety of factors, including, but not limited to, technology changes, competitive developments, industry and market acceptance of new products and services, and risk factors listed from time to time in WavePhore's SEC filings.

Note to Editors: Microsoft and Windows are registered trademarks of Microsoft Corp. in the United States and/or other countries. Other product and company names herein may be trademarks of their respective owners.

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callahan@nealemay.com

or

WavePhore Inc., Phoenix

Jennifer Schreier, 602/952-5500 x239 (Investors)
jschreier@wavephore.com

KEYWORD: ARIZONA

INDUSTRY KEYWORD: COMED COMPUTERS/ELECTRONICS TELECOMMUNICATIONS

PRODUCT

Today's News On The Net - Business Wire's full file on the Internet
with Hyperlinks to your home page.

URL: <http://www.businesswire.com>

>

17/7/9 (Item 1 from file: 275)

Gale Group Computer DB(TM)

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02518742 Supplier Number: 76157681 (This Is The FULL TEXT)

Maximizing Your Technology: Brainium Technologies and the Portable Revolution.(Company Business and Marketing)

Text:

With so many technology choices, educators need practical, accessible and economical solutions.

These days, the education landscape offers a dizzying array of technology choices, with no sign that the onslaught will let up anytime soon. There are, of course, standard desktop and laptop computers, which continue to get faster chips and larger hard drives with each iteration. But perhaps the most exciting arena in educational computing is in embedded-systems based products--handhelds such as the Palm, and education-specific products such as Brainium Technologies' DreamMax 700(TM).

Cost of Progress

With all the changes in schools and in technology, it's difficult to stand back and evaluate the effectiveness of technology initiatives which, over the last decade, have seen schools go from having a single dial-up Internet connection in the media center to installing sophisticated LANs and WANs bringing connectivity to each classroom. Computers, once found exclusively in labs and visited weekly by classes for technology literacy exercises, are now more commonly found in classrooms, where they play an integral role in the curriculum.

So far so good. But don't rest on any laurels just yet. With all the benefits computers have given schools--from streamlining administrative systems to informing parents about upcoming assignments and giving students access to cutting edge research tools--computers have unleashed some unintended consequences as well.

There are maintenance costs and tasks facing schools due to technology integration, which were never in the budget in the old days, forcing administrators to do some hard number crunching to evaluate the total cost of ownership (TCO) of its computer investment. TCO factors in dedicated IT staff who maintain and upgrade systems. Added to this, TCO also accounts for the downtime that can result when finicky systems go AWOL. This is an important consideration, as downtime in education is not just a loss in productivity, as it would be for a corporation, but a loss in learning.

Given these realities, technology coordinators, administrators, curriculum specialists and teachers nationwide are reevaluating their assumptions and demanding technology solutions built for the realities of education.

The Educator's Alternative

"About the most expensive you can do with your technology money is to wire a room to be a lab," says Gary Sloat, self-described "alpha geek," and more officially, Director of Learning and Information Services for the Davenport, Iowa Schools. "Most of our buildings were wired 40 years back to run a clock, yet this same circuitry is now supposed to handle complex networks. My budget was recently slashed by 66%, so I don't know about

other districts, but I need economical ways to bring technology to my schools without sacrificing functionality."

To determine the best equipment for his schools, Sloat evaluated how computers were actually being used, and discovered some striking trends. "Most of our computer activity relies on productivity tools such as word processing, spreadsheets, email and web browsing," he notes. In searching for economical ways to extend technology to Davenport's students and teachers, Sloat discovered Brainium Technologies' DreamWriter I.T., and its newest entry to the field, the DreamMax 700.

Leveraging the remarkable innovations of portable technology—including the powerful Windows CE operating system and the Intel StrongArm RISC processor—the DreamMax 700 gives educators a practical, accessible and economical alternative to consider when evaluating technology needs.

Because the DreamMax 700 has a embedded operating system, "there's very little students can do to malign it," says Sloat. He also notes that it requires little of his IT staff's attention, lowering its TCO. And because it's an "instant on" product, there's no instructional time lost waiting for the system to boot up.

"We were looking for a portable solution with a low TCO that could survive the school environment," says Sloat. "The DreamWriter fits the bill."

A Versatile Tool

The DreamMax 700 ships with on board "pocket" versions of standard business applications such as Microsoft Word, Excel, Access and PowerPoint, combined with Internet Explorer 4.0. It's an 802.11 compliant product with wireless networking capabilities including built in drivers for Cisco, Proxim, Lucent and Symbol.

"Our teachers already have great content," says Davenport's Sloat. "They have lessons that have successfully reached kids for years. That expertise, plus the on board tools like PowerPoint and other office standard programs go a long way toward amplifying the curriculum, to make it the MTV of education."

What does that look like on ground level? Brainium Technologies products have long been a cost effective way to give students technology to write with, but now math and science teachers are getting in on the act using spreadsheet and database applications. By adding optional science probes or Brainium's science curriculum, the DreamMax 700 transforms into a portable data gathering and analysis station. With a battery that lasts the entire school day, and wireless networking capabilities, the DreamMax 700 can join students wherever learning occurs.

In Davenport, Sloat uses DreamWriter I.T.'s in a variety of ways. To provide additional Internet access in the district's high schools, each media center complements its desktop workstations with five wireless enabled units. Intermediate school libraries are similarly equipped, giving students extra access to the software tools they use in class. To address fluctuating class sizes, Sloat combines laptops and DreamWriter I.T. units.

"It's a scalable solution for us," Sloat comments, "and it complements our other systems well. Since it uses a version of Windows, file transfer between the DreamWriters and our desktop or laptop systems is seamless."

Knowledge on Wheels

Brainium Technologies, a pioneer in bringing the technology to the student, has 10 years' expertise designing, building and deploying carts through its unique Rol-A-Lab(R). These fully assembled carts are built specifically for the units with an easy to use "dock and charge" feature. With it, up to 20 DreamMax 700 units fit into docking slots that simultaneously charge each unit. There's space for a printer on the cart as well. This rolling productivity station means teachers no longer lose time taking kids to the technology lab or media center. Instead, the cart can be rolled into class, and since the DreamMax 700 turns on instantly, kids get directly to work.

Windows CE: Power in Your Pocket

In a time when desktop and laptop sales have all but flattened out, the big news in computer innovation is the handheld device, and increasingly, Windows CE is the operating system of choice for these pocket powerhouses.

The reason is simple enough--because most people use a handheld device in conjunction with an existing desktop or laptop system, working from the same operating system family means smoother synching of data, consistency in user experience and enhanced productivity. Windows CE allows users to create documents in the applications they work with most frequently, and when it comes time finesse their work on more powerful systems, the task is seamless.

This 32-bit, multi-tasking operating system enables different Windows products to "talk" to each other easily, and ships with appropriately scaled down versions of Word, Excel, Access, PowerPoint, Outlook and Internet Explorer.

For Brainium Technologies, bringing industry leading technology to the school has always been the mission, and Windows CE has enabled the company to add robust functionality to its DreamWriter and DreamMax 700 products.

The Curriculum Connection

Brainium Technologies now offers a compelling curriculum solution to complement its portable technology. The result? The technology tool custom designed for education now hooks you into standards-based curriculum resources.

The company's flagship product, Science Brainium, winner of a gold NewMedia INVISION Award, as well as a Parents' Choice Award for Best Online Children's content, is an online science resource for grade 3-8 students and teachers. Users explore the world of science by engaging in self-directed, interactive science games, lessons, experiments, and animated adventures. Each lesson links to appropriate Web sites, and current science news stories.

Using engaging storylines and interesting characters, Science Brainium creates a safe, fun, interactive learning environment for kids. Self-directed at home, or teacher-assisted in the classroom, it offers an effective and fun learning experience.

Difficult subjects become less complicated with self-paced learning units and activities. Science Brainium supports a variety of learning levels and styles, and built-in formative assessment features give educators the tools they need to monitor progress and provide help when

needed.

Brainium Technologies' success with teachers and educational professionals stems from clear, comprehensive teacher support materials to ensure successful integration into the instructional day. For each product there are suggestions for presentation techniques, ideas for teaching a variety of learning levels, and solutions for varying computer access. Brainium Technologies' lesson plans, activity sheets and evaluation rubrics enable efficient and easy classroom use.

Kids and teachers deserve the very best tools for learning, tools that enable the most imaginative aspirations of teachers, without requiring a degree in electrical engineering to work. Designed for education, the

DreamMax 700 and DreamWriter family of products combine front-line technology innovation in a durable, kid friendly package. With its low initial cost and minimal support needs, the TCO of the DreamMax 700 makes it immediately attractive to penny-wise technology buyers. Its robust applications, rugged portability, and ease of use make it a hit in the classroom. Add in Brainium Technologies' wireless networking strengths, and you have a tool that travels at the speed of curiosity.

Choosing Technology for Your School: A Checklist

Speeds and feeds used to be the primary criteria for technology choice. Then came laptop versus desktop. Now the horizon is even more complicated, with wireless networking and an array of powerful new portable devices. What's a technology buyer to do? These questions can help you sort through the miasma.

Was the product designed for education? Many computer companies see education as simply another outlet for products intended for a business environment. As you well know, schools and businesses are radically different, and your equipment should be too. Some things to consider are:

- () ruggedness and durability: can it be dropped, played with and otherwise

incorporated into the daily life of children? The DreamMax 700 has a six hour battery life to provide kids with learning tools throughout the school day.

- () ability to share equipment among many users: look for a tamper proof operating system, instant reset to the starting configuration and good network connectivity so that kids can access servers.

Is it economical? Technology entails costs greater than the buying price of a given piece of equipment. Consider these factors:

- () easy to install, upgrade and maintain: do you want to spend money on IT staff or on furthering learning goals?

- () match the tool to the task: sometimes the most powerful tool is simply the one that works.

- () think in complementary terms: combine different technology systems--portables, desktops, calculators, large screen projectors--for the most effective results. The DreamMax 700 can do composite video on TV screens without special adapters.

Is it accessible? With instruction moving increasingly toward project based learning, kids need tools that move with them. Networking has brought amazing resources to education, but now it's time to go the next step, and cut the wires.

() compliance with wireless standards: The DreamMax 700 is 802.11 compliant, which is the current wireless networking standard.

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17/7/10 (Item 2 from file: 275)

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02477525 Supplier Number: 70740910 (This Is The FULL TEXT)

Who leads in CM?(Software Review)(Evaluation)

Yager, Tom

InfoWorld , 23 , 8 , 42

Feb 19 , 2001

Text:

In January, Forrester Research published the landmark report "Managing Content Hypergrowth," which provides a valuable overview of the enterprise content management market and ranks the top 12 solutions. The Forrester report rates each solution in five categories: features, integration, performance, reliability, and security. In each category, a solution is given a score from 1 to 5, and a weighted average yields its overall rating. We selected Forrester's top six solutions for this guide, listing them here in order of their ranking. Other than Forrester's ratings and ranking, the information presented for each product was obtained independently by the InfoWorld Test Center; it is not based on Forrester data and does not necessarily reflect Forrester's opinions. More information about the Forrester report is available at www.forrester.com.

Test Center Quick Guide to Content Management

Content Server

Company: Open Market

Location: Burlington, Mass.

URL: www.openmarket.com

Latest release: 3.5

Forrester rating: 3.0 Forrester ranking 1

Server operating system: Solaris

Web server: iPlanet

Application servers: BEA WebLogic, iPlanet, IBM WebSphere

Prognosis: Content Server is the linchpin of Open Market's e-Business Suite. The suite provides solutions for content management, content delivery, e-commerce transactions, marketing, and site personalization. Despite critical appreciation for its products and solid partnerships with enterprise Java leaders Sun, IBM, and BEA, Open Market's financial vital signs are frightfully weak. Prospective clients might want to hang back until the company's future is more secure or until its products are picked up by a stable player.

Documentum 4i eBusiness Platform

Company: Documentum

Location: Pleasanton, Calif.

URL: www.documentum.com

Latest release: 4.2

Forrester rating: 2.9 Forrester ranking 2

Server operating systems: Solaris, HP-UX, AIX, Windows NT, Windows

2000

Web servers: Microsoft IIS, IBM WebSphere, iPlanet

Application servers: BEA WebLogic, iPlanet, IBM WebSphere

Prognosis: The Documentum 4i eBusiness Platform boasts strong content authoring, security, and application development capabilities in addition to common content management features. Documentum's pervasive use of XML and broad integration with third-party solutions makes it a safe investment. The company's document management experience lends Documentum 4i eBusiness Platform credibility with content creators, a group neglected by most content management solutions.

V/5 E-business Application Platform

Company: Vignette

Location: Austin, Texas

URL: www.vignette.com

Latest release: 5.6

Forrester rating: 2.9 Forrester ranking 3

Server operating systems: Solaris, Windows NT, Windows 2000

Web servers: Microsoft IIS, iPlanet, Apache

Application servers: BEA WebLogic, iPlanet, IBM WebSphere

Prognosis: This latest release updates Vignette's content management platform to make it compatible with Java 2 Enterprise Edition (J2EE). With this change, Vignette effectively straddles the fence between Windows and Java, supporting the native facilities of both: Windows DNA and the IIS Web server for Windows, and J2EE (including Enterprise JavaBeans and Java Server Pages) for Java. Thus, V/5 E-business Application Platform is easily inserted into established environments and can be a strong solution for custom applications.

One-to-One Publishing

Company: BroadVision

Location: Redwood City, Calif.

URL: www.broadvision.com

Latest release: 1.0

Forrester rating: 2.8 Forrester ranking 4

Server operating systems: Solaris, Windows NT, Windows 2000

Web servers: Microsoft IIS, iPlanet, Apache, and other CGI compatible

servers

Application servers: BroadVision One-to-One Enterprise

Prognosis: One-to-One Publishing is the content creation and management front-end to BroadVision's Web application server, One-to-One Enterprise. BroadVision embraces XML, CORBA, and other open standards, but the combination of One-to-One Publishing and Enterprise creates a self-contained environment. BroadVision's solution may be best-suited to companies that are new to content management. One-to-One Enterprise Version 6 will add J2EE support. We wonder how BroadVision will manage feature overlap between its J2EE application servers and its Enterprise product.

Panagon Content Services, Web Services, and Web Publisher

Company: FileNET

Location: Costa Mesa, Calif.

URL: www.filenet.com

Latest release: Content Services 3.1, Web Services 5.1, Web Publisher

4.1

Forrester rating: 2.6 Forrester ranking 5

Server operating system: Windows NT

Web server: Microsoft IIS

Application servers: Not applicable

Prognosis: FileNET's traditional forte is document management, so it is not surprising that FileNET's Panagon suite handles many more native document formats (including Word, Interleaf, and FrameMaker) than its competitors. Building a comparable content management solution requires the integration of its Content Services, Web Services, and Web Publisher components. Because FileNET makes extensive use of Microsoft's enterprise services, scalability is achieved by distributing the load across multiple discrete servers.

TeamSite

Company: Interwoven

Location: Sunnyvale, Calif.

URL: www.interwoven.com

Latest release: 4.5.1

Forrester rating: 2.6 Forrester ranking 6

Server operating systems: Solaris, Windows NT, Windows 2000

Web servers: Not applicable

Application servers: (via Interwoven Turbo portals) BEA WebLogic,

iPlanet

Prognosis: Instead of integrating with common desktop applications, TeamSite uses a collaborative Web site development model. Each content author works with a virtual copy of the target Web site and uses versioning, change highlighting, and diagrammed workflows to shape content prior to publication. TeamSite seems ideal for turning Web developers into managed content authors, but it may require too much low-level interaction (with HTML, XML, and script code) to suit nondevelopers.

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02393828 Supplier Number: 61830557 (This Is The FULL TEXT)
Jeeves adds metasearch.(Company Business and Marketing)(Brief Article)

PC Week , 27
May 1 , 2000

Text:

Ask Jeeves Inc. has launched a suite of three search tools that deliver relevant information, products and services to customers of Ask Jeeves' partners.

Ask Jeeves' Webwide Navigation Services comprise Jeeves Popularity Search,

which incorporates the experiences of millions of Web users to increase the relevancy of search results; Jeeves Directory Search, which draws upon the experience of those who navigate the Open Directory Project for the most relevant results; and Jeeves Compare, a comparison shopping service that ranks 2 million products based on popularity, price and merchant.

The services are designed for portals, content and destination Web sites, and Internet marketplaces. Go2Net Inc., Lycos Europe and Microsoft Corp.'s MSN.com have deployed these services to broaden and improve the results of their customers' information and shopping searches.

Ask Jeeves, of Emeryville, Calif., is at (510) 985-7400 or www.ask.com.

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02865951 Supplier Number: 73525421 (THIS IS THE FULLTEXT)
Tektronix and Microsoft Unveil Prototype Broadcast-Quality Test and Measurement Tool for Windows Media Video.

PR Newswire , p NA
April 23 , 2001

Text:

Industry Leaders Collaborate to Develop Professional Measurement System for

Streaming Digital Media

LAS VEGAS, April 23 /PRNewswire Interactive News Release/ --

At the National Association of Broadcasters' convention, NAB2001, Microsoft Corp. (Nasdaq: MSFT) and Tektronix Inc. (NYSE: TEK) unveiled a new Tektronix prototype software tool that provides professional-broadcast-quality test and measurement for streaming digital video production. The prototype software tool is being demonstrated for the first time in the Microsoft Internet Theatre at NAB2001, booth i5921 at the Sands Convention Center.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO>)

New technology breakthroughs like Microsoft(R) Windows Media(TM) Video 8 are helping to redefine the video quality that can be achieved via broadband connections and help advance the deployment of new broadband video-streaming services, from movie previews to full-length movies and live events. As these new services emerge, there is a growing need to ensure that the same tools available to broadcasters for testing and measurement can be adapted for the world of streaming digital video. Tektronix has selected Windows Media as the digital video technology for this prototype.

"Streaming media is rapidly becoming commonplace. But along with the need for streaming media comes the need to manage bandwidth requirements while ensuring a high-quality end-user experience," said Bob Agnes, vice president of the Video Business Unit at Tektronix. "Tektronix has been providing solutions to evaluate picture quality and manage bandwidth since the beginning of the transition to digital video, enabling industry leaders to deploy the technology necessary for transmission of quality video over broadband communication networking, including the Internet. Windows Media Video's rapid emergence as the streaming-video quality leader made it a natural choice to work with for developing Web-based video test and measurement tools."

"For more than 50 years, Tektronix has helped define the standard for video test and management tools for the broadcast industry," said Dave Fester, general manager of the Windows Digital Media Division at Microsoft. "Its selection of Windows Media for its pioneering efforts with Web-based digital video testing and measurement demonstrates how rapidly video delivery over the Internet is emerging as a professional medium."

About the Tektronix Prototype Test and Measurement Tool

The new software prototype from Tektronix is being demonstrated at NAB2001 and incorporates Microsoft Windows Media-formatted streams encoded at various compression rates in a side-by-side display with the original, uncompressed video content. Included in the demonstration are Tektronix human vision difference maps that illustrate variations between the source content and resultant content most perceptible by the human eye. Quality scores for each encoding rate are also provided by the Tektronix prototype software. These results allow streaming media providers to select the amount of bandwidth required to provide a specific level of quality. The software tool will be available for evaluation by prequalified

customers within the next quarter.

About Windows Media

Windows Media is the leading digital media platform, providing unmatched audio and video quality to consumers, content providers, solution providers, software developers and corporations. Windows Media offers the industry's only integrated rights-management solution and the most scalable and reliable streaming technology tested by independent labs. Windows Media Technologies includes Windows Media Player for consumers, Windows Media Services for servers, Windows Media Tools for content creation, and the Windows Media Software Development Kit (SDK) for software developers. Windows Media Player, available in 26 languages, is the fastest-growing media player. More information about Windows Media can be found at <http://www.microsoft.com/windowsmedia/>.

About Tektronix

Tektronix Inc. is a test, measurement and monitoring company providing measurement solutions to the telecommunications, computer and semiconductor industries worldwide. With more than 50 years of experience, Tektronix enables its customers to design, build, deploy and manage next-generation global communications networks and Internet technologies. Headquartered in Beaverton, Ore., Tektronix has operations in 26 countries worldwide. Tektronix' Web address is <http://www.tektronix.com/>.

About Microsoft

Founded in 1975, Microsoft is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

NOTE: Microsoft and Windows Media are either registered trademarks or trademarks of Microsoft Corp. in the United States and/or other countries.

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02495271 Supplier Number: 61966997 (THIS IS THE FULLTEXT)

On2.com Inc. Refines Business to Provide Broadband Technology Tools To Internet Enterprises and Web Sites.

PR Newswire , p NA

May 9 , 2000

Text:

Strategy Furthers Positioning as the Leading Broadband Technology Enabler;

On2.com Site Becomes Showcase for the Best Video Content

In Broadband Environment

NEW YORK, May 9 /PRNewswire/ --

On2.com Inc. (Amex: ONT), a leader in broadband content delivery over the Internet, today announced that it is sharpening its business focus on providing the highest-quality streaming media technology to the broadband market. The company will continue to aggressively market its technology to Internet enterprises and Web sites.

The move furthers On2's strategy to focus the majority of its resources on the development of its core broadband technology products. The current On2.com broadband site will become a showcase for the best video available from both new and traditional media companies produced in the movie, music, news and other content markets. On2 will simultaneously de-emphasize producing its own video content in house.

As a consequence of this renewed business-to-business focus, On2.com Inc. will reduce the size of its New York City production staff. These staff members were devoted to creating original video content for the company.

"In the short time I have been with On2, it is evident to me that our future is in being a technology provider to the full broadband segment of the Internet," said On2.com President and CEO Douglas A. McIntyre. "We want to be the supplier of tools that deliver the highest quality Web experience to broadband users, and many of the companies who will use our products are content providers. Competing with our customers is a clear roadblock to doing business. Rather, displaying their best work at On2.com, as an example of what our compression technology and broadband can do, makes tremendous sense and is in the best long-term interests of the company and our shareholders.

"Over the next few months we will be adding additional software engineers and research and development personnel to accelerate the pace of our product releases," McIntyre added. "On2 technology is second to none in the delivery of video assets over the broadband Internet, and now is the time for us to take advantage of this momentum and aggressively reallocate our resources to enable companies with our broadband technology and services."

About On2.com Inc.

On2.com Inc. (Amex: ONT) is a leader in broadband technology and content delivery over the Internet. On2's advanced video compression and streaming technology -- TrueMotion VP3(TM) -- revolutionizes the consumer Web experience by delivering full-motion, full-screen, television-quality video over the Internet at data rates as low as 250 kilobits per second, scaling dynamically to 500 kilobits and more. On2 has developed the Internet's first Web network exclusively for broadband consumers (<http://www.on2.com>), and is further leveraging its technology and broadband expertise to enable Web developers and other third-party content

providers to transform their narrowband content to the new broadband medium. Headquartered in New York City's Tribeca Film Center in the heart of Silicon Alley, On2 is located at 375 Greenwich Street, New York, NY

10013 and can be reached at 212-941-2400 or info@on2.com. Investor inquiries should be sent to invest@on2.com. More information is available at <http://www.on2.com>.

This release contains statements that constitute forward-looking statements within the meaning of section 27A of the Securities Act of 1933 and Section 21 of the Securities Exchange Act of 1934 and are subject to the safe harbor provisions of those sections and the Private Securities Litigation Reform Act of 1995. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risk uncertainties including those described in our filings with the SEC, and that the actual results or developments may differ materially from those in the forward-looking statements as a result of various factors. We have based these forward-looking statements on information currently available and disclaim any intention or obligation to update or revise any forward-looking statement.

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01848649 Supplier Number: 54387406 (THIS IS THE FULLTEXT)

WavePhore and General Instrument Announce Plan to Develop Digital Television Information Services.

PR Newswire , p 1457

April 15 , 1999

Text:

WavePhore's WaveTop Service and Network and General Instrument's ATSC Encoding

System to Serve as Basis for Bringing Internet Content to Television Viewers

PHOENIX, April 15 /PRNewswire/ -- WavePhore, Inc. (Nasdaq: WAVO) and General Instrument (NYSE: GIC) announced today a plan to provide digital television information services based on WavePhore's WaveTop service and network and GI's DTV Encoding System. WaveTop provides users with multimedia programming, including news, sports, investment advice, shopping, children's programming and much more, all supplied by a growing list of more than 30 of the Internet's leading content providers.

General Instrument Corporation is the world leader in analog and

digital systems that provide video, audio and high-speed Internet/data services over cable, broadcast, and satellite TV networks. WavePhore's WaveTop service launched in June 1998 for the PC platform and is currently available to the more than 6 million personal computers equipped with TV tuner cards.

"We are very pleased to enter into this alliance with General Instrument," said David E. Deeds, chairman, president and CEO of WavePhore, Inc. "GI has developed a high performance digital HDTV and SDTV ATSC encoder which is already used by leading broadcasters. This new cooperative development effort will enable us to reach the broadest possible audience of home consumers with our WaveTop service. The ability to provide our Internet information for enhanced television will create many new revenue opportunities."

Using the combined technology from WavePhore and General Instrument, broadcasters will be able to configure their own, localized content in addition to offering WaveTop's turnkey data service. Taking advantage of the wide bandwidth and ease of integration of digital services into the new ATSC/DTV signal, broadcasters can deliver an array of new and visually compelling services to their viewership. Using a simple browser interface, users can rapidly interact with automatically downloaded information -- which can be filtered according to user preferences. In addition to Internet content, broadcasters will have the ability to incorporate ATVEF-compliant enhanced television programming into their transmissions over terrestrial or cable networks.

"This is an excellent example of digital convergence enabling us to expand the services that we can offer our customers," said Tom Lynch, Senior Vice President and General Manager of GI's Satellite and Broadcast Network Systems business unit. "We are very excited about this opportunity to work with WavePhore."

RICH CONTENT

WaveTop's multimedia content providers are among the world's leading media companies, including USA Today, The Wall Street Journal, The Weather Channel, Fox News, Warner Bros. Online, CBS SportsLine and many others. The media partners' content is organized into channels appealing to the whole family. WaveTop channels include News -- the latest in news, sports, and weather; Finance -- providing regularly updated stock information and business news; Sports -- the latest sports scores, information and news; Fun -- the latest samples of games and music, plus comics and best-seller books lists; Kids -- entertaining interactive educational content from brand-name, children-oriented providers; Life -- the information spot for parents and working women; Tech -- the latest technology news, magazines and review, plus an offloads center for free software, shareware and bug fixes; and Store -- an electronic mall featuring enhanced multimedia storefronts from leading merchants.

ABOUT WAVEPHORE

WavePhore, Inc. (Nasdaq: WAVO) is in the business of moving media. It partners with the foremost providers of news, business data, Internet based content and multimedia programming to deliver selective intelligence and quality content to an information-dependent society. Additional information on WavePhore is available via the Internet at

www.wavephore.com.

ABOUT GENERAL INSTRUMENT

General Instrument Corporation (NYSE: GIC) is a leading worldwide provider of integrated and interactive broadband access solutions, teaming with its business partners to lead the convergence of the Internet, telecommunications and video entertainment industries. Visit the General Instrument web site at www.gi.com

Certain of the above statements regarding WavePhore constitute forward- looking statements, which may involve risks and uncertainties. Actual results could differ materially from such forward-looking statements as a result of a variety of factors, including, but not limited to, technology changes, competitive developments, industry and market acceptance of new products and services, and risk factors listed from time to time in WavePhore's SEC filings.

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01596301 Supplier Number: 48212222 (THIS IS THE FULLTEXT)

Terran Interactive & Sorenson Vision at Macworld Expo: Moscone Center, Booth 747

PR Newswire , p 0106SFTU065

Jan 6 , 1998

Text:

Terran Interactive, Sorenson Vision and QDesign Partner to Redefine QuickTime

Desktop Audio and Video

SAN FRANCISCO, MACWORLD EXPO BOOTH 747, Jan. 6 /PRNewswire/ -- Terran Interactive Inc., Sorenson Vision, Inc., and the QDesign Corporation partner to provide developers products that redefine the state-of-the-art in QuickTime desktop audio and video. Media Cleaner Pro and the Sorenson Video and QDesign Music codecs will be demonstrated in Booth 747 during the show.

"The majority of developers want to use QuickTime for delivery of audio and video on CD-ROMs, kiosks, intranets and the Web. Until now, the limitations of Cinepak and IMA made it difficult or impossible to get the quality, frame rates or file sizes required. Today, Media Cleaner and the QDesign Music and Sorenson Video codecs enable developers to deliver substantially higher quality QuickTime audio and video at dramatically

smaller file sizes," said Darren Giles, Technical Director of Terran Interactive. "It's also important to note that the new codecs allow playback over a wide range of machines. Developers that aren't using these codecs will quickly find themselves at a serious competitive disadvantage."

"Sorenson is working closely with Terran Interactive to bring our technology to the QuickTime market," said Ray Brooksby, VP of Sales and Marketing for Sorenson Vision. "The codec is a system extension that can be used with any QuickTime production tool. However, Terran has exclusive access to several unique features of the codec, such as advanced data-rate control. I strongly encourage developers to use Media Cleaner Pro to achieve the highest quality results."

"The quality of the content is only as good as the compression technology and the parameters used to encode the source material," said Mandy Chan, Marketing Director for QDesign. "QDesign is working closely with Terran to add intelligence and features in Media Cleaner Pro that will take full-advantage of the QDesign Music Codec. These enhancements ensure producers have the tools for delivering the best quality audio for their application at the highest level of compression. Terran's Media Cleaner Pro with QDMC Pro and Sorenson Video is the content developer's dream come true."

Availability

Media Cleaner Pro as well as the Sorenson Video and QDesign Music (QDMC) codecs, are available from Terran Interactive. The Sorenson Video codec will ship in late January 1998. The street prices are \$99 and \$499 for the WebMaster and Developer Edition respectively. The professional version of the QDMC will ship in February 1998 with a street price of \$395. The codecs can be pre-ordered via Terran's site beginning January 6, 1998. Customers that preorder can purchase QDMC Pro for \$349 or a bundle of QDMC Pro and the Sorenson Developer Edition for \$799. All three products are available for \$999.

Media Cleaner Pro 2.0 is currently shipping for \$359. AU orders can be placed on Terran Interactive's web site at (<http://www.terran-int.com>) or via phone at 800-577-3443. International customers should call 408-356-7373.

About the Sorenson Video Codec

The Sorenson Video codec is the result of over ten years of research and development effort. It implements innovative core technologies which combine new vector quantization techniques with advanced motion

compensation. Very precise adaptive data rate control features are also implemented. The technology is protected by more than 13 patents, with numerous others pending.

About the QDesign Music Codec

The QDesign Music Codec ("QDMC") for QuickTime 3.0 is based on QDesign's RaveSound technology, a fundamentally new approach to coding audio. Unlike MPEG or AC-3 audio, RaveSound was designed specifically for low data rate applications such as the Internet. QDMC is optimized to produce the highest possible audio quality at below 28.8K modem bandwidths, eliminating 8 bit, 81kHz mono sound from multimedia production. A free, "SE" version of QDMC ships with QuickTime 3. QDMC Pro is designed for professional developers who want advanced features such as access to all

sample rates and bitrates, pro-speed encode performance, and batch processing.

About Media Cleaner Pro

Media Cleaner Pro 2.0 is a dedicated media compression tool. Media Cleaner enables developers to produce high-quality QuickTime, RealVideo, VDOlive, RealAudio and AIFF files for delivery on CD-ROM, kiosk, intranet, or the Web. The next generation of Movie Cleaner Pro, Media Cleaner's new features include improved QuickTime support, advanced image adjustments, Adobe Premiere(TM) export module and onboard Media Wizard. Current street price is \$359.

About Sorenson Vision, Inc.,

Sorenson Vision, Inc., is a privately held company that develops powerful image compression tools for medical, commercial, and consumer applications. Sorenson Vision headquarters is in Salt Lake City, Utah. Engineering and operations is based in Logan, Utah; Sales and Marketing offices are in Cupertino, California. For more information, contact the company by electronic mail at sales@s-vision.com, by fax at 408-996-2873, or phone at 408-996-2823.

About QDesign Corporation

Based in Vancouver, Canada, QDesign develops and markets state-of-the-art audio compression technologies to the broadcast and new media industry. The Company introduced the world's first real-time, studio-quality MPEG-2 stereo compression software in October 1996 making available high-quality and performance MPEG sound to all broadcast and studio professionals. QDesign is now pioneering another breakthrough in audio compression with its RaveSound technology, available as the QDesign Music Codec, for Internet and new media applications. QDesign's customers include international broadcasters such as Associated Press, BBC, Canadian Broadcasting Corporation (CBC), CBS News, and Sony Worldwide Networks. QDesign's technology has been used by multimedia producers such as Broderbund and in new media applications from innovators such as Iomega.

About Terran Interactive, Inc.

Founded in 1995, Terran is a privately held company located in Los Gatos, California. Terran's mission is to develop powerful and easy-to-use tools that optimize and compress dynamic media enabling users to enrich their CD-ROM, DVD-ROM and Internet projects. Media Cleaner Pro, Terran's flagship product, is recognized as the industry standard for compressing digital media. For more information, visit (<http://www.terran-int.com>).

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SOURCE Terran Interactive, Inc.

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01/06/98

/CONTACT: John Geyer of Terran Interactive, 408-356-7373, ext. 227, or jgeyer@terran-int.com; or Ray Brooksby of Sorenson Vision, 408-970-0844, or rbrooksby@s-vision.com; or Mandy Chan of QDesign, 604-688-1525, ext. 24, or mchan@qdesign.com/

/Web site: <http://www.terran-int.com/>

CO: Terran Interactive Inc, Sorenson Vision, Inc, QDesign Corp.
ST: California
IN: CPR
SU: PDT

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04932822 Supplier Number: 71628878 (THIS IS THE FULLTEXT)

iOra named in UK's top 25; Elite UK Internet e25 index endorses iOra's vision, strong business model, and ability to execute.

M2 Presswire , p NA

March 13 , 2001

Text:

M2 PRESSWIRE-13 March 2001-IORA: iOra named in UK's top 25; Elite UK Internet e25 index endorses iOra's vision, strong business model, and ability to execute (C)1994-2001 M2 COMMUNICATIONS LTD

RDATE:13032001

Basingstoke, UK -- iOra (www.iOra.com), supplier of solutions for managing mobile content, has once again been listed in the elite "e25 league" - the most rigorous e-business index which ranks the UK's hottest internet companies. This latest ranking raises iOra's position in the coveted league, and is yet another independent endorsement of the company. The e25 is compiled by Bain & Co in conjunction with Management Today, and identifies the UK's leading Internet start-ups.

The MT/Bain team undertook a thorough analysis of iOra's business plan, vision and ability to execute. During the 18 months of its existence the e25 index has gone from charting companies that are hot, to concentrating on prospects for survival and long-term success. iOra's progress reflects this, as the company has not only developed innovative solutions, but also demonstrated commercial success with a growing revenue

and customer-base, and both direct and channel sales models.

Gerry Mulvin, Head of Bain & Companies e-commerce practice, said "iOra is clearly a strong UK infrastructure prospect - it offers significant value to its customers through its Mobile Intranet solution and has started to sign up an impressive portfolio of customers."

Paddy Falls, CEO and co-founder of iOra commented, "We are pleased and proud to have been included in the e25. This is a great endorsement of iOra's solutions, business model and management strength. The e25 has identified infrastructure players as the ones to watch - iOra's products provide the infrastructure businesses need to manage corporate Intranet content on mobile devices."

iOra's leading Mobile Intranet product enables businesses to deliver and manage centralized Intranet content to mobile professionals, via dialup, wireless, and offline access - helping businesses to increase revenue, reduce costs, and improve productivity.

iOra's unique approach enables immediate access to critical business information by providing offline access, with high-speed synchronization over low bandwidth dialup and wireless connections. Intranet content hosted on any Intranet server technology, including Microsoft and Lotus Domino servers, and including file and document links and attachments, is seamlessly made available for offline use by mobile field workers.

Benefits to businesses include:

- * Mobile professionals have instant access to critical information anytime, anywhere - with or without a dialup or wireless connection
- * Information owners and management can deliver the same information to all users
- * Productivity and customer service is increased
- * Reduction in connection and download times
- * Reduction in dialup and wireless costs
- * Optimized use of existing dialup and wireless bandwidth

Over the past 18 months, iOra has won numerous independent awards, including e25-listing and a DTI Smart Award.

For more detailed information about the MT/Bain e25 visit:
www.clickmt.com

NOTES TO EDITORS

About iOra

iOra develops and markets Mobile Content Management solutions.

iOra's family of products allow businesses to provide up-to-date business-critical information to remote and mobile users, with the benefits of improved management and security of information.

At the heart of iOra's Mobile Intranet' product is its unique, patent-pending, Epsilon Technology, which performs Internet updates at up to 100 times faster than competitive products. Using Epsilon Technology, updated information can be transparently downloaded during normal email or browsing activity - even over low-bandwidth dialup and wireless connections.

For more information visit: www.iora.com

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03480849 Supplier Number: 47175809 (THIS IS THE FULLTEXT)

NMW's ONLINE LAUNCHES - SITES AND SPECIAL CONTENT AREAS

New Media Week , v 3 , n 9 , p N/A

March 3 , 1997

Text:

Key:

Site/Url

Publisher/Address/Contact

Launch Date

Business Model/Ad Rates

Description

Bolt (no URL as of presstime)

Concrete Media, 580 Broadway, Suite 500, New York, NY 10024. Dan Pelson, President, 212/334-8181 x101

Late April

Free, Advertising and sponsor supported, Ad rate: Less than \$50 CPM, Sponsorship: \$100,000 + for 6 to 9 months

The site, still in development, will have its beta launch in April. Concrete Media is devoting a seven-figure budget and a staff of 25 to Bolt, which will target an audience of high school and college-aged viewers.

Driftwood, <http://www.mediadome.com>

Intel Corp., 2200 Mission College Blvd., Santa Clara, CA 95052-8119.

Mike Hoefflinger, Manager, New Media Programs; 408/765-8080 -&- CNET:

The Computer Company, 150 Chestnut St., San Francisco, CA 94111. Kevin J. Edwards, Senior Multimedia Producer; 415/395-7800

Feb. 24, 1997

Free, Advertising supported, Ad rate: \$50 CPM

The latest feature on Mediadome, which offers a totally new program every two weeks, is a 10-part animated series developed by San Francisco-based animation studio Protozoa. Viewers will need VivoActive streaming video and RealAudio to get the site's full effect.

Grolier Multimedia Encyclopedia Online,
<http://gi.grolier.com/encyclopedia>

Grolier Interactive Inc., 90 Sherman Turnpike, Danbury, CT 06816,
David Arganbright, President, 203/797-3530

Feb. 15, 1997

Subscription based. Price depends on individual, school or library needs. No range available

Marketing efforts for the reference site will be aimed at academic institutions and libraries. Based on the Academic American Encyclopedia, the content includes 35,000 articles that will be updated monthly.

Journal X, <http://www.journalx.com>

Journal X Publishing, 2453 Glengyle Dr., Vienna, VA 22181, Kevin Bertram, Senior Editor, 703/242-7951

Feb. 10, 1997

Self and advertising supported. Base ad rate: \$50/month for a banner ad per editorial column (4 columns/month)

Twentysomething site offers content about political and cultural issues. Eleven staffers currently write and code material, with plans for 15 regular writers by year's end.

New York Times Book Review, <http://www.nytimes.com/books>

New York Times Electronic Media Co., 1120 Avenue of the Americas, New York, NY 10036. Martin Nisenholtz, President, 212/597-8092

March 2

Free, Advertising supported. Ad rate: Minimum \$40 CPM

This content area on the New York Times on the Web will include reviews updated daily and weekly. Expanded New York Times best seller lists are planned, as are RealAudio-enabled literary readings from well-known authors.

unGROOM'd, <http://www.ungroomd.com>

The Marrying Man Group, 11901 Santa Monica Blvd., Suite 504, West Los Angeles, CA 90025. Michael Lehrman, Editor in Chief, 310/444-3196

Feb. 14, 1997

Free, Ad-supported, Ad rate: \$30 to \$40 CPM

The first venture from The Marrying Man Group provides articles about marriage from a male point of view. The site, which was launched with a less than \$20,000 investment, is scheduled to go bi-weekly after six months.

Oops: We recently ran the incorrect URL for Salon. It is
<http://www.salonmagazine.com>

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00156547 19990730NYF015 (THIS IS THE FULLTEXT)

ZDNet Ranks Netgrocer on Top Ten Best Practices E-Commerce List; 'Instant Coupons' Win Points for Creativity and Customer Satisfaction

PR Newswire

Friday , July 30, 1999 10:00 EDT

Text:

NORTH BRUNSWICK, N.J., July 30 /PRNewswire/

- NetGrocer

(<http://www.netgrocer.com>), the leading nationwide on-line grocery and drugstore supercenter, announced today that ZDNet, a leading source for

technology and Internet content and commerce, named NetGrocer number six on

the 10 Best Practices in E-Commerce list. NetGrocer was ranked among such

Internet giants as Amazon, Reel, Outpost, Hallmark and Eddie Bauer.

NetGrocer's Instant Coupon Page was highlighted for its innovation, creativity and accessibility.

ZDNet praised the Instant Coupon Page for making coupon redemption a one-click process. Eliminating customer frustration and adding value to price-sensitive brands, ZDNet noted that the feature was simple to use and had

well placed prominence on the homepage. The page was described as a "simple

design that avoids the cold, institutional linoleum feeling" making it more likely for customers to redeem coupons. In addition, NetGrocer's site was recognized for its appropriate combination of text and graphics which contributes to its quick loading pages -- another ZDNet criteria for eliminating "customer hassle and frustration."

"Since our re-launch in February we have made every effort to bring convenience, ease and savings in both time and money to our customers," said

Fred Horowitz, CEO and President. "It is a thrill to be recognized among

other notable Internet innovators by a highly respected Internet information source. This distinction helps fortify our commitment to being the consumer's choice for on-line grocery and drug store needs shopping."

NetGrocer enables shoppers across the country to purchase non-perishable groceries and drug store items online, at prices comparable to their supermarket, and have them delivered to homes and offices via Federal Express third day air service. NetGrocer is the first online grocery shopping service to cover cities, towns and rural areas nationwide without charging membership fees. NetGrocer prides itself in providing on-line grocery shopping with no lines, no carts and no hassle. Founded in 1995, privately held NetGrocer is headquartered in North Brunswick, New Jersey.

SOURCE NetGrocer

CONTACT: Jamie Schwartz, Jschwartz@mww.com, or Stephanie Kenney, Skenney@mww.com, both of The MWW Group, 201-507-9500, for NetGrocer
Web site: <http://www.netgrocer.com>

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08031792 Supplier Number: 66705575 (THIS IS THE FULLTEXT)

Barclays takes the gold.(Brief Article)

European Banker , p 8

Oct , 2000

Text:

BARCLAYS HAS become the benchmark for online financial services in Britain, significantly out-performing its competitors, according to exclusive new Lafferty research.

In fact, the bank's nearest rivals are the standalone Internet platforms of HSBC's First Direct and Prudential's egg, rather than its direct clearing bank competitors.

The performance of British and Irish Internet banking has been ranked in a new monthly proprietary research service, Lafferty Internet Ratings (LIR).

Number of customers

Barclays, the Largest Internet bank in the UK in terms of number of customers, takes first place in our survey with 63 points out of a possible 80 maximum. It also becomes the only bank in the UK and Ireland to attract Lafferty's coveted five-star rating.

The bank, which claims to have well over one million Internet account holders, did well in all five categories that make up LIR's total ratings score; these being content, interactivity, navigation, speed and design (see table).

UK & IRELAND BANK INTERNET RATINGS

Rank	Bank	Total Rating	Stars	Online accounts	Date	Content rating
1	Barclays	63	*****	1,250,000	Aug-00	17
2	First Direct	58	****	200,000	Aug-00	14
3	Egg	56	****	1,200,000	Aug-00	16
4	Abbey	55	****	365,000	Aug-00	15
4	National Smile		****	200,000	Sep-00	14
6	National Westminster	53	****	380,000	Jul-00	17
7	Cahoot	51	****	30,000	Aug-00	14
8	Citibank	49	****	n/a	--	15
9	Halifax	48	****	133,000	Aug-00	11
10	Allied Irish	47	****	56,000	Aug-00	10
11	HSBC	46	****	n/a	Aug-00	13
12	VirginOne	45	****	24,000	Aug-00	16
12	Nationwide	45	****	250,000	Jul-00	13
12	LloydsTSB	45	****	410,000	Aug-00	12
15	Bank of Ireland	44	****	35,000	Jul-00	12

16	Woolwich	43	****	250,000	Aug-00	12
17	First-e	40	****	65,000	Aug-00	17
17	Royal Bank of Scotland	40	****	314,000	Aug-00	10
19	Bank of Scotland	39	***	600,000	Aug-00	12

Bank	Interactivity Rating	Navigation Rating	Speed Rating	Design Rating
Barclays	20	8	8	10
First Direct	17	9	8	10
Egg	16	7	8	9
Abbey	17	5	8	10
National Smile	18	7	6	10
National Westminster	18	7	6	7
Cahoot	15	7	5	10
Citibank	15	7	6	6
Halifax	18	8	6	5
Allied Irish	17	5	8	10
HSBC	13	7	7	6
VirginOne	7	4	9	9
Nationwide	14	7	4	5
LloydsTSB	14	5	8	6
Bank of Ireland	11	7	6	8
Woolwich	16	5	8	2
First-e	18	3	0	2

Royal Bank of Scotland	14	7	6	5
Bank of Scotland	10	4	8	5

Bank	URL address
Barclays	www.bardays.com/online.shtml
First Direct	www.firstdirect.com/
Egg	www.egg.co.uk/
Abbey National Smile	www.abbeynational.plc.uk www.smile.co.uk/
National Westminster	www.natwest.com/
Cahoot	www.cahoot.com/
Citibank	www.citibank.com/uk/index.htm
Halifax	www.halifax.co.uk/
Allied Irish	www.aib.ie/global/intbank options.asp
HSBC	www.hsbc.co.uk/ebank/
VirginOne	www.virgin-direct.co.uk/
Nationwide	www.nationwide.co.uk/
LloydsTSB	www.lloydstsb2.lloydstsb.com/
Bank of Ireland	www.bankofireland.ie/html/gws/
Woolwich	www.woolwich.co.uk/
First-e	www.first-e.com/flash.html
Royal Bank of Scotland	www.rbs.co.uk/
Bank of Scotland	www.bankofscotland.co.uk/

Highest possible total rating: 80points;
content 20points; interactivity 30 points; navigation ten points;

speed ten points; design ten points.

Source: Lafferty Internet Ratings

Barclays took first place in interactivity, content and design, and were runners up in navigation and speed.

David Bain, director of e-Research for Lafferty Group, said: "Barclays has taken a clear lead in the online arena, combining an impressive website with an advanced integration of technology-based channels across the group. It is the one to beat."

Overall impression

Barclays offers its Internet customers an array of services beyond transactional banking, including online broking, best of breed mutual funds and a host of non-banking alliances through 'Barclays Square', an online shopping service. The site also scored well in the design category, where the overall impression was considered excellent, Bain noted.

However, Barclays, like most of the traditional banks' websites, is not offering any Internet-only cash incentives for its current account or credit cards holders, although discounts are available for cards purchasers through its alliance partners at Barclays Square.

First Direct is ranked second, scoring 58 points. Bain commented: "This is a remarkable performance considering that the telephone-based bank First Direct has only seriously committed to its Internet services recently.

"It is becoming HSBC's major initiative for the bank's retail customers over the Internet in the UK and we think that is it is shaping up as a solid model to be rolled out across the HSBC global banking empire."

Navigation and design

First Direct also scored highly in navigation and design. The site has a useful glossary of Internet terms. HSBC recently launched its own Internet banking site at www.hsbc.co.uk/ebank/, which looks at this point very much of an add-on for traditional banking customers -- leaving First Direct as the flag-bearer for the group's Internet efforts. Perhaps significant(y, HSBC itself could only rank 11th in the LIR survey.

Third place went to egg, the savings and investment Internet bank launched by Prudential Egg, which does not offer its customers current account facilities, scored top marks for speed and content.

The bank claims to have over one million accounts, but these have not come cheap -- egg has spent over 5 million (pounds sterling) (EUR8 million) on advertising alone over the last year. Costs at egg have also been ratcheted up by its offering some of the best offers on the web for

savings and credit cards.

Interactivity

Abbey National and smile, the separately branded offering from the Co-operative Bank, took equal fourth place, both scoring well in interactivity and design.

National Westminster and cahoot, the recently launched and separately branded Internet site of Abbey National, took sixth and seventh place respectively. Allied Irish was the first placed bank from Ireland, making the top ten.

The lowest-ranked three banks -- The Royal Bank of Scotland, First-e

and Bank of Scotland -- were marked down for various reasons, including speed, design and interactivity.

The Dublin-based First-e, a high-profile platform linked with Spain's BBVA, scored well on content and interactivity, but was let down in the three other categories. Despite many account holders, the wooden spoon went to the Bank of Scotland. The bank scored poorly in the categories of interactivity and navigation.

Evolution

LIR data shows how the speed and evolution of Internet banking can quickly alter the competitive landscape. In a similar 1999 survey, Bank of Ireland and The Royal Bank of Scotland were ranked as the Leading Irish and British Internet banks respectively.

Some banks rated highly because of their very good call centre infrastructure and help channels, with First Direct notable in this field reflecting its origins as a telephone-based bank. Hosts were adequate in this area, but some were poor, one even advertised a nonexistent call centre number.

"The importance of 'back office' fulfillment will become greater as time goes on and banks still need to spend much more time and resources in this area," Bain said.

Meanwhile, new web-based banking initiatives have slowed down somewhat compared with the frenetic dotcom mania in the first half of the year. Nevertheless, new initiatives on existing sites will continue to be unveiled, as the retail banks bolster their web strategies and embrace the Internet further.

"One important trend will be the development of 'Open Finance', essentially involving banks offering third party products in areas like investments and savings," Bain commented.

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07836681 Supplier Number: 65322235 (THIS IS THE FULLTEXT)

Checking the B2B foundation; E-marketplaces have created too much buzz. Here's how to tell if their technology will live up to their hype.(Industry Trend or Event)

Bort, Julie

Network World , p 7879

Sept 11 , 2000

Text:

Surely the term e-marketplace has surged passed buzz to become obnoxious rattle. Each day brings dozens more of them. Yet few of the hundreds announced are actually in full operation. Of those that are, many couldn't possibly live up to their own hype.

"It's a world of press releases," describes Kevin Costello, managing partner of Digital Marketplace Solutions, an Arthur Andersen practice in Atlanta. "We get 200 calls a week to come and build a marketplace. Half the time they aren't even at the stage where you can put a system in place. They still need a strategy."

For many, a thoughtless strategy translates into a weak technology platform: The marketplace's many-to-many topology can't absorb a variety of network connection types or handle diverse document types. Contract negotiation and security management don't exist.

Despite such potholes, everyone agrees the e-marketplace will be a business must. Soon, you won't just be deciding which e-marketplace to join but which ones.

Take PolyOne, a plastics manufacturer in Avon Lake, Ohio. It built an extranet that links SAP R/3 enterprise resource planning inventory and purchasing applications into its top five suppliers' sales and manufacturing ERP systems. In doing so, it sliced expenses by millions and halved the average time for order fulfillment to 20 days. Savings have come in many forms, from a 20% reduction in raw materials inventory to elimination of costly human babysitters of purchase orders.

The extranet has been so successful that PolyOne plans on linking to other suppliers' ERP systems, then to its customers' ordering systems and eventually including smaller suppliers in the loop via marketplaces, says Doug Grimm, the company's manager of supplier integration.

Like PolyOne, your company will engage in many forms of business-to-business e-commerce: Extranets for your largest customers and suppliers; e-marketplaces for your smaller ones and for maintenance, repair and operating equipment. These marketplaces will forge agreements among themselves, indirectly extending your company's online reach even further.

And all of it depends on great technology.

"The 1980s were all about systems integration. In the 1990s it was business integration - making your internal business processes work better. Today it is market integration - making companies talk and work together. There will be exponential benefits in this and exponential pain," Costello says.

A network executive's role is to prevent the pain. By evaluating the infrastructure of an e-marketplace, you'll see if it warrants participation.

Start by educating yourself on the technology building blocks of strong e-marketplaces.

Despite any vendor's promises, no product does it all and never will. A soundly constructed e-marketplace must piece its technology together, along with growing some of its own, says Shirley Foster, vice president of engineering for Buzzsaw.com, a marketplace for the

construction industry. "We partner for the plumbing and then build the differentiation tools ourselves," she says. For instance, Buzzsaw.com uses Ariba's commerce engine, but has built its own project collaboration and bidding applications.

Zero in on these building blocks to do a thorough job: the data network, integration software, workflow, the transaction application,

administration, security management and value-added services.

The business-to-business network

The data network is the servers, routers, switches and telecommunications. Network executives should easily be able to detect strong from weak in this area. What brands of equipment does the marketplace use? Does it use its own network infrastructure or does it outsource? What fail-safes has the marketplace instituted to ensure a transaction won't be dropped should the network bobble?

The network should be able to handle almost any means of connection - VPNs, HTTP, HTTPs, direct leased line, etc. - as well as any commonly used document types, such as electronic data interchange (EDI), Web forms and applicable XML frameworks. The latter includes the product-specific, such as Ariba's Commerce XML and CommerceOne's XML Common Business Library, and the industry-specific, like the computer industry's RosettaNet.

Limited connections and documents should raise red flags, says Marty Hensley, CEO of Artios, a document clearinghouse in Omaha, Neb. At the least, such a marketplace will eliminate trading partners that don't want to invest in the dictated technology. But it also could indicate that the marketplace is short on funds or technology savvy. What's more, if the site has a single big player, then dictated protocols may mean you're looking at one company's supply-chain tool masquerading as an e-marketplace, Hensley adds.

Wide support of protocols is the job of integration services or software. A marketplace may outsource intercompany integration to a clearinghouse such as Artios. The outsourcing decision is common to exchanges, such as Artios customer EnergyPortal.com, that have a mixture of old-world EDI partners and upstart Web partners.

Integration could also be performed in-house using products such as TIBCO's ActiveExchange, webMethods' B2Bi, Vignette's OnDisplay and Netfish Technologies' XDI System. PolyOne, Buzzsaw.com and Staples all chose this route via webMethods' software. B2Bi makes a real-time call to another application, instead of batch processing or store-and-forward transfers, says Charles Allen, co-founder and vice president for the Fairfax, Va., vendor. Other integration products use workflow and routing.

When a marketplace uses integration software, it can grab data from off-network applications. A marketplace could call a shipping firm's back-end system to get rates for an in-progress transaction, for example.

Still, the big role integration software plays is letting participants communicate. If the e-marketplace shouldn't dictate those protocols, you should, says Anne-Marie Keane, an e-commerce vice president for retailer Staples, a supplier in multiple marketplaces.

Before committing to a marketplace, Keane first verifies that the site includes a Staples customer that would use the marketplace to purchase its office supplies. This ensures the site will generate revenue for

Staples from the get-go. Then she asks if the site can parse XML. If so, she provides the marketplace with a copy of the webMethods' application program interface Staples uses and says, "Here you go. Hook into webMethods and we'll meet you on the other side." If an e-marketplace can't build to Staples' technology standards, Keane won't do business with it.

Competent content

Integration should also be done at the content level, in the form of catalog management. Companies such as Requisite Technology and TPN Register specialize in catalog management service.

"The wrong thing to do with content management is to be passive. Exchanges shouldn't just say to suppliers, 'Give me your content,'" says Chris Beall, chief strategy and corporate development officer for Requisite, in Westminster, Colo.

Instead, a marketplace must ensure that XML tags for content are consistent so search engines are useful. It must tag information specific to the item - a computer printer from one company may need different tags than a competitive product. Suppliers get angry when a marketplace strips out product-specific information to create a consistent XML style. They think the marketplace is stripping them of their differentiation and beating them up on price.

Catalog management services and software solve this problem. Requisite, for example, hires ontologists, scientists in the field of language structure, to develop XML tagging systems for e-marketplaces. It couples human talent with a sophisticated search engine that takes advantage of the more precise tags for better searches. It can display data hosted on the supplier's site, which ensures accuracy. Or, if a supplier in multiple e-marketplaces contracts directly for the Requisite catalog management service, it can update the information once, and distribute it to all e-marketplaces.

Most e-marketplaces can't perform such intense content management for the thousands of items they sell, particularly if they host their own content rather than linking to supplier sites, Staples' Keane says. Manual updates are nearly impossible because manufacturers change their product lines daily.

Staples uses Requisite on an extranet it launched in April to serve midsize to large business customers. Requisite ensures that accurate data is sent to all marketplaces in which Staples participates.

"Some buyer-hosted catalogs won't provide users with the Staples shopping experience. They don't allow us to differentiate ourselves. We've spent years organizing categories based on how our customers shop, like putting whiteboards with pens and reminding people they must buy a cable when they buy a printer," she says. "We like supplier-hosted catalogs."

To evaluate a site for good supplier management, ask if it uses the supplier's photos and product suggestions. If the e-marketplace hosts its own content, ask how the site will handle changes.

Under contract

Another evaluation point is how the site handles workflow. The biggest factor here is contract negotiation, which is available as software from start-ups such as I-many and TradeAccess. Yet few sites do this critical function well.

At least one e-marketplace user, Procter & Gamble, has taken

matters into its own hands. Its Commercial Products Group sells brand-name products, such as Folgers coffee, to businesses, such as food service companies. The commercial products market is larger than retail, but fragmented and filled with small businesses. This makes it ideal for marketplaces, says Charles Michael, the group's global e-business director. Because this industry operates on contracts, not one-time purchases, Proctor & Gamble will bring online contract negotiation technology with it to the marketplaces it joins. It has licensed I-many's technology to do so, Michael says.

"A lot of the exchanges today focus on auctions and reverse auctions. But that's not how the B2B world operates," he says. "Most commercial markets are contract-oriented."

When using an e-marketplace, participants will negotiate online, and have those messages documented. Once a contract is signed, the e-marketplace needs to ensure that transactions comply with contractual terms, such as rebates and volume-pricing discounts. The e-marketplace can host its own contract negotiation application or, through integration software, tap into those hosted by partners.

Workflow should also include after-contract items such as routing approvals of purchase orders. This may be a capability of a transaction engine or it could be running on its own development platform, such as TradeMatrix by i2 Technologies.

Evaluating a marketplace's transaction engine is much simpler. Most analysts agree that as long as the marketplace is relying on an established player, with many e-marketplace implementations completed, it will handle transactions well. Such vendors include Ariba, CommerceOne, Open Market and Oracle. Even iPlanet (the Sun/Netscape alliance) should eventually make your list of acceptable transaction engines, although its Market Maker software won't ship until later this year.

Needs an admin

Another critical, but often overlooked component, is administration, says Arthur Andersen's Costello. Ask how the site hands off payments among the buyer, itself and the vendor. Likewise, verify that it uses an authentication server for the tricky business of security management (see "Admin oversight," www.nwfusion.com, DocFinder: 9833).

On top of these six infrastructure items, a site must have value-added services. This is how the site will stay in business.

They could be industry-specific applications, like Buzzsaw.com's bidding application, or they could be logistics handling, such as mating partial orders to fill whole containers for overseas shipping. They could be financial services such as escrow accounts or consolidated payments.

Whatever the service, your job is to check to see that it is built securely and reliably.

Finally, work with corporate managers to evaluate an e-marketplace's business goals. These are items such as what type of marketplace model it follows, its revenue structure, how it differentiates itself from others.

Knowing a site's business goals will guide your judgment of its technical ability, says Richard Gordon, vice president of Predictive Systems, a network consulting firm in New York. "Understand the client

base. What kinds of products is it selling? Will it be a long or short sales cycle? Will there be lots of transactions or few transactions but big ones?" Gordon says.

By screening infrastructures, you can soften the business-to-business rattle to a soft din.

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17/7/21 (Item 3 from file: 16)

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06885250 Supplier Number: 57811896 (THIS IS THE FULLTEXT)

TVKO Packs Hefty Marketing Wallop.

REYNOLDS, MIKE

Cable World , v 11 , n 43 , p 4

Oct 25 , 1999

Text:

Looking to close out the year and the millennium with a pay-per-view bang, TVKO is ready to pepper the speed bag with a host of media/marketing media support behind the heavyweight title rematch between Evander Holyfield and Lennox Lewis.

The Nov. 13 unification bout in Las Vegas, a redux of the highly controversial draw from New York's Madison Square Garden, will benefit from extensive schedules on ESPN and regional sports networks, ads in USA Today and the national edition of the New York Times during the week leading up to the fight, and radio spots on Westwood One, NFL football and The Howard Stern Show.

Additionally, TVKO is allocating considerable funding into radio and print buys in the top 60 DMAs, and backing up that activity with spot broadcast buys in the top 20 markets. The PPV arm of Time Warner Sports has also secured schedules in Hispanic print and radio vehicles.

As for the rate card, the tale of the tape mirrors the first bout. Systems that run 500 cross-channel spots and perform five marketing tactics (TVKO officials indicate that systems running its two-day show leading into

the fight have scored 15%-20% increases in performance) will earn a 45% split of the revenues, while systems notching a 4.25% buy rate take home 50%. MSOs averaging a 4.0% buy rate across all systems will also receive a 50% take of the revenues. Systems that don't perform the marketing tactics get 35%.

To date, TVKO has landed three main sponsorship deals. Excite.com is the bout's official online sponsor and will dedicate a special Web area at sports.excite.com, beginning Oct. 28, replete with photos, special content, promotional contests and online scoring, the results of which will be announced on TV.

Retailer Best Buy will be showcasing images from the first bout and a tout to purchase the PPV event on high-definition TV displays in all 326 of its stores.

Budweiser, as title sponsor of the fight, will receive mat and ring post identification. Taffet said that "The King of Beers" would supply a significant media schedule flagging the event, with positions in high-profile cable sports, David Letterman's Late Show and NFL games on both Sunday afternoons and Monday nights respectively.

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Malaysia: The growth of fertilizer nutrient demand will slow should rubber production replace oil palm as the main crop.

Fertilizer International November, 1982 p. 111

Malaysia's 4th Plan (1981-85) projects a 0.3 percent rise for rubber production and 9.6 percent for palm oil. However, in the long term, oil palm could be replaced by rubber, due to commodity price changes, with the increased price of oil diminishing the competitiveness of synthetic goods. Palm oil production, which will reach 3.6 million metric tons in 1985, must compete with product from Brazil, Indonesia, Thailand, the Philippines and some African countries. Oil palm requires high nutrient applications, especially of potash, with small amounts of nitrogen, usually in the form of ammonium nitrate and ammonium sulphate, and P2O5 in rock phosphate. Rubber uses a relatively balanced NPK ratio with similar nutrient sources to oil palm, but needs only 50 percent the amount applied to oil palm. Urea is the most popular source of nitrogen applied to rice, though the recently developed direct seeded rice may need an

NPK ratio with a higher phosphate and potash content to encourage root growth and strengthen tolerance to pests and diseases. Urea will overtake ammonium nitrate and sulphate as the chief source of nitrogen when the 228,000 tons per year N urea plant at Bintulu comes on stream in 1985. However, volatilization must be reduced or the urea dosage increased if present nitrogen ratios are to be maintained.

17/7/23 (Item 1 from file: 148)

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09070168 Supplier Number: 18383276 (THIS IS THE FULL TEXT)

World Wide Web indexes and hierarchical lists: finding tools for the Internet.

Munson, Kurt I.

Computers in Libraries , v16 , n6 , p54(4)

June , 1996

Text:

The World Wide Web, or simply the Web, offers a rich source of information on a variety of topics. These resources are especially useful for supplementing small libraries' collections. A variety of tools exist to assist librarians in locating resources on the Web. As with other library resources, one must select the right type of tool to find appropriate materials.

The professional library literature on the Web has concentrated on printed subject lists or front-end software, such as browsers. Attention should be turned to the resources available on the World Wide Web that index Web and other Internet resources. Librarians must understand how these indexes are created and how the indexing method differs from that of periodical or bibliographic indexes. In addition, librarians need to understand how to search these tools effectively.

Web Finding Guides

Unfortunately, the Web is perceived as a mass of chaotic, ever-changing information that lacks finding guides. However, we must keep three things in mind. First, the Web is an emerging technology that continues to experience tremendous growth. Second, the Web provides access to gopher and file transfer protocol (ftp) sites besides Web documents - the Web is more comprehensive in its coverage than other Internet resources. Third, the finding guides for Web resources are a very recent

development. Computer scientists are the ones who have undertaken the task of creating Web finding guides.

Librarians, as professionals with a broad base of experience using a variety of finding guides, need to work with the computer scientists to improve these tools. Librarians are well acquainted with many systems for organizing information and for retrieving that information. We need to be proactive in order to improve these resources. The emerging technology of the Web can only benefit from such involvement.

Web indexing differs from traditional indexing in four primary ways. First, the creation of the indexes is automated. Second, the indexes are primarily analytical. Third, the indexes use different methods to sort results. Fourth, the indexes link directly to the resources listed.

Web indexing relies upon computers in a number of ways. First, computers generate these indexes - the Web is too large and changes too frequently for human intervention in indexing. Second, the retrieval systems - the search engines - are based upon existing search utilities in computer programs, especially UNIX. These programs are not specifically designed for the task of searching the Web. Third, many of the indexes try to index as many documents as possible. The goal is comprehensive coverage. This emphasis on computer generation, UNIX-based search utilities, and global coverage produces an index having different characteristics than a traditional periodical index has.

Web indexes are purely descriptive. Unlike bibliographic indexes, the resources listed are not analyzed for content. Web indexing can be seen as roughly analogous to descriptive cataloging. The resources described are not evaluated in any way. Rather, the goal is to catalog the unique features of a resource.

Lycos, one of the largest Web indexes, provides an example of this type of index. The Lycos catalog consists of a database of Web, gopher, and ftp sites. The database includes the document title, headings and subheadings, the 100 most "weighty" words, the first 20 lines of text, size in bytes, and total number of words.(1) In addition, the database uses the words from the document indexed to describe additional documents that are not directly examined.(2) These areas are roughly analogous to fields in a machine-readable (MARC) bibliographic record. These fields provide the access points for the search engine.

These Web indexes use relevancy ranking systems to sort the records retrieved. The relevancy ranking systems compute the number of times the word or words entered in the search appear in the document and divide it by the total number of words in the document.

Given the comprehensive coverage and lack of subject analysis, these indexes require a system to filter the records for content. The resulting list displays the resource with the highest score first followed by the additional resources in descending order. The assumption is that the more times a word occurs in the document the more relevant the document is.

Web indexing can be viewed as automated descriptive cataloging. The indexed resources themselves provide all the available information. Searches are conducted against the unique descriptive markers, analogous to fields, identified. Like a full-text database, these indexes link directly to the resources located. It is left to the searcher to determine if the

resource is worthwhile.

Two Types of Search Tools

Having discussed the creation and information content of Web indexes, we need to examine the types of search tools available. Two types of tools exist: indexes and hierarchical lists. Indexes provide a search engine to access the records. Lycos and Open Text will serve as representative examples of indexes. Hierarchical lists supplement indexing with a classification scheme. Hierarchical lists are represented by Yahoo!.

Web Indexes

Lycos, the catalog of the Web, provides an example of the most common type of Web index. The search engine accesses the massive Lycos database, 91 percent of the Internet.(3) The words entered in the search are checked against the fields of the descriptive cataloging discussed above. A

graphical user interface (GUI) menu bar allows for refinement of a search. A user can combine words or select synonyms, adjust the relevancy ranking system, and set the output style for the results. Words can be entered in a string without any Boolean operators. Then the user can select the settings to refine the search.

The Lycos search engine supplies both a Boolean OR and a Boolean AND to limit or expand searches. The default setting is OR. It also allows for Boolean combinations such as "a AND (b OR c)." This is accomplished by selecting "match any two," three, or four, etc. words from the options menu. Unfortunately, a NOT operator is unavailable. The Lycos search engine assumes a search can be refined by adding words. The search engine does not allow for the elimination of words.

Each search in the Lycos search engine is a separate entity. A combination of one search with another is not possible because searches are not stored. Altering a search requires reentering the entire search.

The relevancy ranking system can be adjusted to contract or expand the search. The default setting is "loose." This finds the string of characters entered anywhere within the document. At the other end of the spectrum is the "strong" search. This search finds the character string as a word or as words near each other within the document.

The display of the results can be reset. This option increases or decreases the number of records displayed on a page. It does this by altering the amount of information displayed in the record. For example, the output can be reduced to only the Uniform Resource Locator (URL) and the document title.

The Lycos search engine is primitive in comparison to online search engines or CD-ROM search software. These limitations are imposed by both the design of the search engine and the descriptive nature of the indexing. Lycos provides a small number of simple options to fine-tune a search.

The Open Text index, while similar to Lycos, provides a more robust search engine. Full Boolean operators, adjacency operators, different levels of search complexity, and better ranking control make this a more powerful tool. Greater control is supplied to relate the terms to each other. These options are accessed via an options menu.

The Open Text index of the World Wide Web uses Open Text 5, a commercially available search software package.(4) This software has a number of unique properties. First, it does not exclude stop words. Second,

it indexes every word in every document indexed. Finally, it is multilingual and indexes non-roman character sets. The index relies upon crawlers, programs that search out additional Web resources, to enlarge the index.

Open Text provides three levels of search control. The default simple search finds an exact phrase, any one of a string of synonyms, or a Boolean OR statement. The power search, when selected from the menu, provides full Boolean operation for up to five words. It offers an expanded search form that includes five spaces for words. Each word can be linked using Boolean logic to the other search terms. The Boolean operators available include AND, OR, NOT, NEAR, and FOLLOWED BY. The search form also allows the searcher to select where the word should appear in the document. The anywhere option is a free-for-all. Otherwise, words can be limited to the document summary, the title, the first heading, or the uniform resource locator (URL). The weighted search adds the ability to adjust the relative importance of the words. While this search form provides greater control over the relationships among search terms, it does not permit linking individual searches together. Each set of results is distinct.

A control system for the relevancy ranking is also provided. This system can rank words according to the number of times they appear in the document. The ranking can also be adjusted by the presence or absence of a

word. The ranking can be further refined by selecting where in the indexed fields the word occurs.

Using the weighted search, the relative importance of the words can be ranked by assigning a numeric value. The weights are a decimal value no greater than one. For example, one can say that the word Vikings is more important than the words Denmark or Sweden. The relationship between the words and their relative importance can be defined.

While the Open Text search engine provides far more options to refine a search than Lycos does, these engines are still limited by the content of the databases they search. The descriptive nature of these resources requires a well-defined search strategy. Searchers should use the model of online searching with carefully selected keywords and intensive use of Boolean operators for effective index searching.

Web indexes serve three primary purposes given their search engine design and descriptive nature. First, they serve as union catalogs of Web, gopher, and ftp sites, casting the widest net possible. Therefore, they are useful for determining if resources on a topic exist. For instance, are there any resources on Meso-American archaeology on the Web? Second, indexes assist in finding individual resources. They can help to find a needle in a haystack. For example, does Volvo of North America have a Web page? Third, they identify the URLs of specific resources. What is the address of the Concordia University River Forest gopher? These indexes need to be seen as equivalent to descriptive cataloging. They provide access, not classification.

These indexes are somewhat akin to OCLC. Before EPIC and FirstSearch, the OCLC union catalog could be searched by accessing the MARC fields used for descriptive cataloging. Subject access was not available. Searches had to be very simple.

Hierarchical Lists

Hierarchical lists address the lack of subject access in the indexes. The creators of these lists, such as Yahoo!, perform subject analysis of the resources located. They then assign a location within the list to the resource. This situation is similar to a library. A collection is defined and cataloged. Access is provided by both descriptive and subject cataloging.

A further similarity between hierarchical lists and libraries can be seen in collection size. Unlike the Web indexes, hierarchical lists do not seek global coverage. A collection development policy of sorts exists. Sites are reviewed for content. For example, Yahoo! eliminated the graphical sexual resources from its list because it put too much strain on its servers.(5)

Subject headings, in the traditional sense, are not applied. The subject access used is more akin to classification by call number. Similar resources are grouped together by location within the list. Extensive subdivisions serve to narrow topics. For example, the U.S. Department of the Interior is listed under government: agencies: executive branch: Department of the Interior. The location serves as both a subject heading and a position. The location can be viewed as a call number. It tells where a resource is found. By looking in that location, you can find other like resources. It's the virtual equivalent to scanning the shelves. Resources are listed in a variety of places, too. Therefore, the number of access points is greater.

The hierarchical lists provide a search engine somewhat akin to an online catalog. These search engines are designed to operate the same way as the search engines used in the indexes. The descriptive cataloging used in the hierarchical lists is the same as in the indexes. These search engines access both individual items in the list and the subject classification used within the list.

Searchers can make the best use of the hierarchical lists by using the following method. First, enter some keywords to describe the subject area. Second, scan the resources retrieved by the search. Examine the locations within the list to pinpoint where such documents are located in the list. Then, go to that section or sections of the list.

The hierarchical lists provide subject access to Internet resources. They allow one to locate materials on a given topic. These resources do not serve as union catalogs of the Internet. Rather, their primary goal is subject access. Therefore, "users can make the best use of Yahoo! by browsing its subject headings or by searching broad topics."(6)

Selecting the Proper Tool

The indexes and hierarchical lists available on the Web provide access to the vast body of information available in Web documents, gopher-space, and at ftp sites. These search engines supply powerful if somewhat primitive tools for searching the Internet. Such tools help make sense of the ever-expanding number of resources available. The creation and content of the indexes and hierarchical lists produce finding tools with different characteristics than those of traditional indexes. Keeping these differences in mind and selecting the appropriate finding guide is the key to locating needed resources.

Select the type of tool that fits best with the question at hand. The

indexes, such as Lycos and Open Text, provide search engines for the Internet as a whole. Therefore, these tools should be used to figure out if any resources cover a topic. They are also useful for finding specific addresses or resources.

The hierarchical lists, like Yahoo!, provide both subject analysis of and access to resources. They select a finite but ever-increasing group of resources and classify the resources. These lists are most useful for subject searches.

The design, record contents, and search-engine capabilities of these indexing resources result in databases with different characteristics than traditional indexes. Librarians need to keep two things in mind: the different nature of these indexes and the appropriate type of search strategy for each. When this focus is maintained, electronic indexes serve

as effective tools to find Internet resources.

Kurt I. Munson is the head of reference and adjunct faculty at Concordia University, River Forest, Illinois. He has served as an Internet trainer for the Suburban Library System besides providing training for faculty students and staff. He can be reached by e-mail at crfmunsonki@crf.cuis.edu.

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17/7/24 (Item 1 from file: 20)

Dialog Global Reporter

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15589799 (THIS IS THE FULLTEXT)

IORA: iOra named in UK's top 25; Elite UK Internet e25 index endorses iOra's vision, strong business model, and ability to execute

M2 PRESSWIRE

March 13, 2001

Basingstoke, UK -- iOra (www.iOra.com), supplier of solutions for managing mobile content, has once again been listed in the elite "e25 league" - the most rigorous e-business index which ranks the UK's hottest internet companies. This latest ranking raises iOra's position in the coveted league, and is yet another independent endorsement of the company. The e25 is compiled by Bain & Co in conjunction with Management Today, and identifies the UK's leading Internet start-ups.

The MT/Bain team undertook a thorough analysis of iOra's business plan, vision and ability to execute. During the 18 months of its existence the e25 index has gone from charting companies that are hot, to concentrating on prospects for survival and long-term success. iOra's progress reflects this, as the company has not only developed innovative solutions, but also demonstrated commercial success with a growing revenue and customer-base, and both direct and channel sales models.

Gerry Mulvin, Head of Bain & Companies e-commerce practice, said "iOra is clearly a strong UK infrastructure prospect - it offers significant value to its customers through its Mobile Intranet solution and has started to sign up an impressive portfolio of customers."

Paddy Falls, CEO and co-founder of iOra commented, "We are pleased and proud to have been included in the e25. This is a great endorsement of iOra's solutions, business model and management strength. The e25 has identified infrastructure players as the ones to watch - iOra's products provide the infrastructure businesses need to manage corporate Intranet content on mobile devices."

iOra's leading Mobile Intranet product enables businesses to deliver and manage centralized Intranet content to mobile professionals, via dialup, wireless, and offline access - helping businesses to increase revenue, reduce costs, and improve productivity.

iOra's unique approach enables immediate access to critical business information by providing offline access, with high-speed synchronization over low bandwidth dialup and wireless connections. Intranet content hosted on any Intranet server technology, including Microsoft and Lotus Domino servers, and including file and document links and attachments, is seamlessly made available for offline use by mobile field workers.

Benefits to businesses include:

- * Mobile professionals have instant access to critical information anytime, anywhere - with or without a dialup or wireless connection
- * Information owners and management can deliver the same information to all users
- * Productivity and customer service is increased
- * Reduction in connection and download times
- * Reduction in dialup and wireless costs
- * Optimized use of existing dialup and wireless bandwidth

Over the past 18 months, iOra has won numerous independent awards,

including e25-listing and a DTI Smart Award.

For more detailed information about the MT/Bain e25 visit:

www.clickmt.com

NOTES TO EDITORS

About iOra

iOra develops and markets Mobile Content Management solutions.

iOra's family of products allow businesses to provide up-to-date business-critical information to remote and mobile users, with the benefits of improved management and security of information.

At the heart of iOra's Mobile Intranet' product is its unique, patent-pending, Epsilon Technology, which performs Internet updates at up to 100 times faster than competitive products. Using Epsilon Technology, updated information can be transparently downloaded during normal email or browsing activity - even over low-bandwidth dialup and wireless connections.

For more information visit: www.iora.com

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Dialog Global Reporter

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11048634 (THIS IS THE FULLTEXT)

Netviews - Cracking the indexing holy grail: how to get your site search engine-friendly.

NETWORK NEWS

May 17, 2000

No matter how much hard work you've put into the back-end infrastructure, e-commerce business model and front-end design, it all counts for nothing if nobody comes calling. And before you start complaining that this is an issue for a marketing magazine or your PR department, may I respectfully suggest that you think again.

If you are responsible for the maintenance, upgrading and design of a

website, then a core issue is to make both the site and its content search engine-friendly. Sure, traditional advertising routes such as the print and broadcast media or even foot-slogging have their place in any marketing strategy, but so does understanding strategic search engine methodologies.

Which is generally where I come in, all too often at a late stage in the whole process, when I have to break the news that the entire approach to customer facing is wrong, that the design structure is at odds with getting the best search site rankings, and the only answer is an expensive redesign from the bottom up.

Search strategies

OK, it's not generally that bad, but you'd be surprised how many otherwise intelligent folk forget entirely about the search strategy, thinking that it's something to be bolted on after the beardy work is finished.

If you want to achieve the best possible coverage then you need to do a little research and get to grips with relevancy and ranking issues, understand the technologies implemented by various types of search site, and tune up your site structure and content accordingly.

Not all search sites are the same. The generic term 'search engine' is a misnomer and adopting a single search strategy to satisfy all of them will satisfy none. There are four search models in basic terms: the real search engine with automated bots crawling the web to index new content into a database, which is searched by the user; the directory site with manual submission by a team of review staff and indexed into a searchable directory structure; hybrid sites, which use both methodologies; and finally there is the meat search service, which you needn't worry about as it harvests information from a multitude of search sites, returning the results from simultaneous searches in one hit for users in a hurry.

The quickest way to get up to speed with which service does what is to subscribe to a specialist resource such as the excellent Search Engine Watch (www.searchenginewatch.com) which will save you some serious time.

Once you know who does what, you have to know which engines are worthy of your attention. This is where Search Engine News (www.searchengine-news.com), comes in. This online resource has been ranking search engines for years and can tell you the most popular places where people look for web content. Now you should have a nice list of worthwhile sites, together with their harvesting methodology. Just because a site uses a spidering system, though, doesn't mean that you can't jump start the process by going to their site and filling in an online submission form anyway.

Spider watch

I've known this simple act to trigger almost instantaneous spidering action in the past. I know that by keeping an eye on access logs to check for spidering. Bots and spiders leave telltale trails - just look for host names that include known search domains or, if you want to be really beardy, track down the names of the bots themselves from services such as Search Engine Watch. Such spider watching is particularly helpful to catch the chunks of your site that don't get harvested. Once you know which they are, you can investigate why and act accordingly. If all seems well then at

least you can manually submit those direct page URLs for another spidering session.

Don't be tempted to try spamdexing, the act of keyword spamming in order to fool search sites into thinking yours is more relevant than it is.

This is a known trick and most sites will detect it and blacklist you.

Instead, be clever, go to Wordspot (<http://www.wordspot.com>) and find the most popular keywords used across the web, and include them legitimately into your meta tag content, title and body text. Content is no longer king, but relevancy and ranking rule - understand this and you may just have cracked the search indexing holy grail.

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17/7/26 (Item 3 from file: 20)

Dialog Global Reporter

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07264238 (THIS IS THE FULLTEXT)

Ole to Use Arrowpoint Technology - Regional

BUSINESS NEWS AMERICAS

September 17, 1999

September 13, 1999

Spanish Internet content and services provider Ole has signed an agreement to implement the web switching technology of United States-based communications company Arrowpoint, Ole technical director Jordi Duran Batidor said.

Arrowpoint's web switching technology directs content requests to the closest server available at that moment, regardless of where the user is located and makes switching decisions based on uniform resource locators (URLs) and cookies rather than Internet protocol (IP) addresses, Arrowpoint president and CEO Cheng Wu explained.

By using URLs and cookies to identify user location and content requests, Arrowpoint's technology will keep Ole abreast of the Internet's rate of innovation and reduce the amount of web server cache overloads and Internet lag, which often frustrates users with long waits and errors,

Duran added.

Ole is a wholly-owned subsidiary of Telefonica Interactiva, the Internet division of Spain's Telefonica (NYSE: TEF).

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17/7/27 (Item 1 from file: 635)

Business Dateline(R)

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2148513 71014775

Classwell Learning Group Acquires GlobalLearn; Classwell Teachers' Will Be Able to Travel the Globe With the Integrated GlobalLearn Content

Anonymous

Business Wire p 1

Apr 10, 2001

Word Count: 506

Dateline: Boston Massachusetts

Text:

BOSTON--(BUSINESS WIRE)--April 10, 2001--Classwell Learning Group announces its acquisition of GlobalLearn, a move that further expands Classwell's resource offering for the K-12 market. Since 1995, GlobalLearn has been producing dynamic, web-based language arts and social studies learning events. GlobalLearn's Expeditions each examine a particular region of the world, providing teachers with multi-media content and interactivities to enliven the learning process.

Classwell, a strategic partner of Houghton Mifflin and Sylvan Ventures, seamlessly integrates the three key elements of standards-based education - assessment, instruction and teacher training - providing tools, content and services all in one online resource. With its GlobalLearn alliance, Classwell can offer customers additional content from which to draw curriculum materials.

Classwell has retained ownership of the GlobalLearn Web site as well as paper, slide, photograph, and digital video content.

"The GlobalLearn acquisition brings the Classwell teacher new and exciting ways to explore the world with their students," said David Cappelluci, CEO of Classwell. "The Expeditions lets students view the world through the journals and pictures of a guide, giving the teacher a cross curricular learning tool with both social studies and language arts skills."

"By becoming a part of Classwell's Learning Group, GlobalLearn will reach a much broader audience and be rounded out with a complete suite of online learning tools and resources for teachers," says Murat Armbruster, CEO and Founder of GlobalLearn. "In this new generation of online learning providers, Classwell is well poised to lead the industry and profoundly empower teachers."

While teachers tend to rely on textbooks for core lesson plans and activities, Classwell recognizes that educators regularly look beyond their textbook publisher for supplemental resources. A teacher's challenge is to find materials that support the classroom curriculum and meet a wide range of student interest and ability levels. Thanks to its partnering spirit and high quality standards, Classwell is quickly becoming one of the most comprehensive and reliable K-12 resources on the Internet. Classwell adds GlobalLearn to its list of teacher-trusted content brands, including Houghton Mifflin, Great Source, McDougal Littell, Riverside, Heath, and Standard Deviants.

Classwell

Classwell Learning Group, based in Boston, Massachusetts, is a resource to improve student learning in grades preK-12. Classwell's online learning service (www.classwell.com) combines tools and curriculum content to help teachers help students. Classwell seamlessly integrates instruction, assessment and teacher training and localizes content to state and district standards. Classwell also allows for customization and personalization of its content to individual student and teacher needs. Classwell draws from diverse and trusted brands for content and services including Kinko's, Houghton Mifflin, and Sylvan Ventures.

GlobalLearn

GlobalLearn (www.globalearn.com) was founded in 1993 by Murat Armbruster with the mission to prepare children for global citizenship and to provide them with the skills, awareness, and determination necessary to become responsible stewards of the Earth. The company was one of the first to provide students and teachers with online resources and curriculum in the K-12 market. To date the company has been used by teachers and students in all 50 states and over 40 countries around the world.

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Best Buy comes out swinging The electronics retailer opens the door of its thoroughly revamped online site, hoping selection and a web of partnerships will eclipse competing sites, such as circuitcity.com, that have been up for months.

Moore, Janet

Star Tribune p 01D

Jun 13, 2000

Word Count: 886

Dateline: Eden Prairie Minnesota

Text:

Finally.

After much anticipation, hand-wringing and testing, Best Buy Co. Inc. re-launched its Web site on Monday, offering far more products over the Internet than a much humbler predecessor site had.

Talk of Best Buy's revamped Web site has circulated for months. Rival Circuit City Group Inc. and Web giant Amazon.com Inc. launched full online catalogs of consumer electronic products last summer, well before the crucial holiday buying season.

While Best Buy missed out on the 1999 Christmas holiday, executives at the Eden Prairie-based retailer decided to wait and build their site deliberately. The re-launched site, [http:// www.bestbuy.com](http://www.bestbuy.com), now sells audio, video, portable electronics, photo and digital-imaging products, plus music CDs and DVD movies. No large appliances are being offered online.

"I think we've learned a lot about what consumers wanted," said John Walden, president of BestBuy.com, a former executive at online grocer Peapod Inc. "Plus, what we built was pretty complicated. . . . I don't think we missed much. The market for what we're selling over the Internet is still very small, so actually our timing is very good."

According to the NPD Group, a New York City marketing information firm, online sales of consumer electronics from February to April were \$342 million.

That figure was far outdistanced by the \$2.9 billion spent online for travel-related items, such as airline tickets and rental cars.

Best Buy said it will continuously tinker with the site and add products, such as computers and software, in the future. Web site customers can have their orders delivered to their homes or pick them up at Best Buy stores; they have the same options for returning merchandise.

In recent months, Best Buy has meticulously built relationships with various Web-related entities with an eye toward making its site not just a place to look, click and buy, but one where surfers can research and mull their impending purchases.

The company has struck up relationships with 10 partners, ranging from rollingstone.com to Microsoft Corp., for both content and technological advice. While Best Buy won't reveal how much it spent to launch the site, the retailer clearly spent millions to forge the partnerships.

The company spent \$10 million for a 20 percent stake in etown.com, which will provide BestBuy.com with information about consumer electronics products. And it bought a \$4 million stake in simplexity.com, a site that gives consumers the ability to research and buy telecommunications services online.

Browsers of the Best Buy site on Monday could compare digital video disc (DVD) players with VCRs and then decide whether to purchase a DVD or switch their attention, perhaps to reading a review of the 1999 Santana album "Supernatural." A Shopping Assistant feature on the site asks browsers questions about their needs and prospective use for a product and helps them find models that fit their specifications.

Content-oriented site

"The more content-oriented a site is, the more reason it gives people to buy," said David Cooperstein, a research director at Forrester Research, a Massachusetts Internet research firm. "Content is the one of the main drivers of purchases online, and it's better for the content to come from a validated source, rather than from Best Buy content."

Walden said he hopes the Web site's content will distance it from competitors, which tend to hawk products in a highly promotional way.

Rather, he said, Best Buy wants to build relationships with its customers, who might prefer to research a product online and

actually buy it in one of the company's 350 stores. Others might opt to check out a product in a Best Buy store and then buy it online.

"Consumers are pretty idiosyncratic," Walden said. "They'll use the Web site in different ways."

Asked when the Web site would be profitable, Walden said it would be impossible to quantify the site's profitability, especially if consumers use it as a research tool. "Retail success of the site isn't measured (by) whether we convince consumers to buy online," he said.

Best Buy will market the re-launch in various ways - including

tagging traditional channels of advertising, such as newspaper circulars and radio and TV ads, with the Web site's address. Some money will be spent advertising the site online with an eye toward attracting younger, more Web-oriented consumers, Walden said. Best Buy is expected to spend \$50 million on various ad campaigns.

"A brick-and-mortar retailer can stretch his (advertising) budget a lot further than a pure play dot-com," said Cooperstein, of Forrester Research. It also helps that Best Buy has an established retail brand, he said, although he noted that "some Web-buyers will have to relearn that Best Buy is out there."

Cooperstein said he thinks the new Best Buy site will attract more nontraditional Web buyers, particularly women, because it is seen by some as a trusted name brand.

"Prior to this, their traditional customer most likely favored their brick-and-mortar stores," Cooperstein said. "You didn't see their prototypical customer shopping online, just the early (technology) adapters".

Best Buy's stock declined \$3.44 on Monday, closing at \$59 per share. Some analysts speculated that investors are concerned that the company's Internet development costs will spill into the second quarter. (Best Buy will report second-quarter results today.)

Others claimed it was part of a general sluggishness in retail stocks because of concerns about a slowing economy.

Photo: PHOTO

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